

AMERICAN GAS ASSOCIATION

Monthly

JANUARY
1950



3 TIMES FASTER

✓ **SCIENTIFIC TESTS PROVE** that a new automatic Gas water-heater heats 3 times as many gallons of water in an hour as any other all-automatic system. That's why Gas is so important to automatic clothes washing. It gives you enough high-temperature hot water to soak, scrub and rinse a whole week's wash... then dries it to quick, fluffy perfection... all in less than a morning. No wonder modern laundry planners always begin with an automatic Gas water-heater and end with an automatic Gas clothes-dryer!



✓ **HIGH-LOW TEMPERATURE CONTROL.** is fast and *flexible* enough to give you temperature you want *when* you want it. Snap-action thermostats on automatic water-heaters respond to any setting... 170° for germ-killing automatic dish-wash to 130° for regular household use.



New Freedom Gas Kitchen-Laundry" combination—featuring a new automatic Gas water-heater and new automatic Gas clothes-dryer.

✓ **DAY AND NIGHT SERVICE**—every day in the year! A new automatic Gas water-heater never waits until the middle of the night to replace the hot water that went in your morning bath. Never leaves you high-and-dry because of slow fuel deliveries or sudden storms!

✓ **NOW! MORE DOLLAR AND SENSE ECONOMY!** Gallon for gallon—new automatic Gas water-heaters cost less to run, less to buy and install... are more long-lasting and trouble-free... than any other completely automatic water-heaters ever made!

Why wait?

SEE THE NEW 100% AUTOMAT

GAS WATER-HEATER

AT YOUR MERCHANT PLUMBER, DEALER OR GAS COMPANY. AND REMEMBER TO LOOK FOR THIS "COURT OF FLAME" SYMBOL OF QUALITY.



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AMERICAN GAS ASSOCIAT

and see for yourself
— how much

CHEAPER



This month's cover: January snowfall brings new work for the storage field employee but a field day for photographers. Photo by Parks, Standard Oil Company (New Jersey).

JANUARY finds the American economy well recovered from its recession psychosis of last summer. The gas industry in particular is ready for a resurgence of progress. . . . Utility plans continue to dominate the industrial expansion picture for the new year. Gas sales, revenues and customers served have attained record levels. Natural gas is reaching into new markets, infusing all phases of the gas business with renewed strength. . . . Gas appliance manufacturers in general are openly optimistic following an alltime high in domestic gas range sales for October 1949. Growing impact of the Old Stove Round Up and the prospect of excise tax cuts are expected to more than offset the effect of price adjustments in steel. . . . Under the PAR program, leading talents of the industry have prepared long-range plans which will obtain maximum benefit from the new Association dollar. . . . Though bright with hope, the horizon indicates a multiplicity of new demands upon management. Farsighted efforts will be needed in public relations, regulatory, pension, sales and other fields. The gas industry succeeded in the past and through cooperative effort should continue to solve its major problems in 1950.

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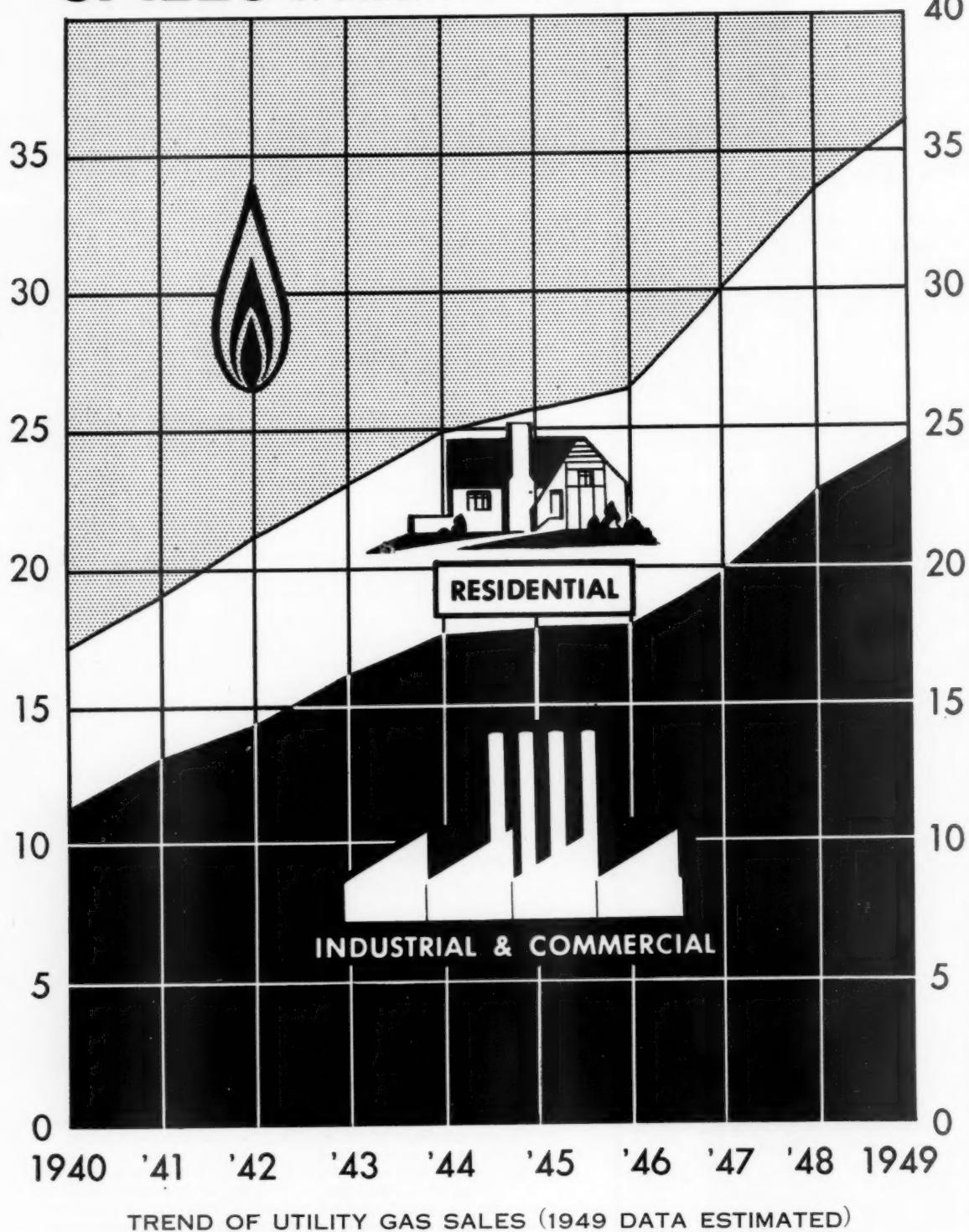
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SALES IN BILLIONS OF THERMS

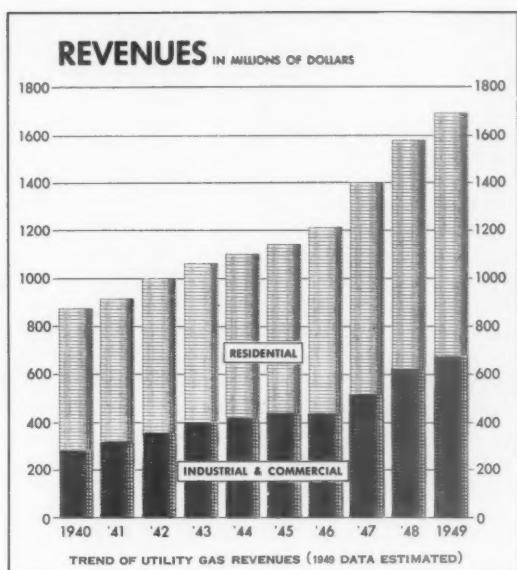
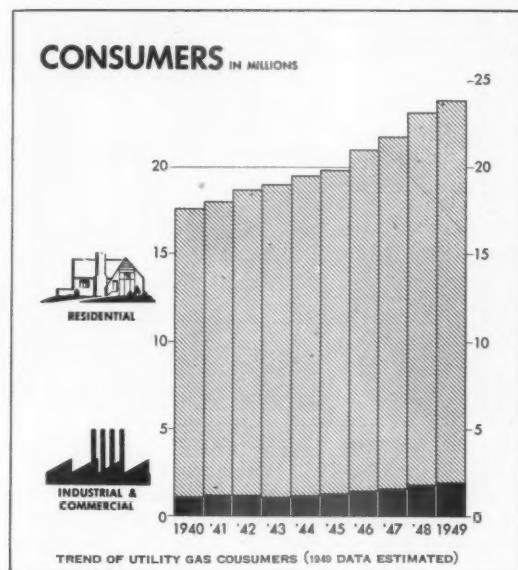


Utility gas sales for residential and industrial and commercial uses continued upward to new peaks in 1949 (see above). At the end of 1949 gas utilities were serving an estimated 23,763,400 customers, and total revenues from sale of gas had set an alltime high of \$1,694,331,000 (see top of page 3).

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Gas makes new advances in '49

By HUGH H. CUTHRELL

*President, American Gas Association;
Vice-President, The Brooklyn Union Gas Co.
Brooklyn, New York*

The year 1949 saw the gas industry well on its way to becoming one of the nation's romance industries. The glamor and color inherent in the spectacular growth of the country's natural gas system contributed much to this changing picture. The installation of new gas making processes and other research developments plus noteworthy expansions of production and distribution facilities by manufactured and mixed gas companies also helped the gas industry reach new heights in 1949.

Tremendous extensions of our natural gas transmission lines are scheduled to bring natural gas into new areas in 1950. Manufactured gas companies have construction programs planned that will further increase production and distribution capacities. There is every reason to predict that 1950 will see the gas industry record one of the greatest advances in its history.

Many new records were established by the gas industry in 1949. More than half a million new customers were added to gas utility lines. Sales of gas to ultimate consumers reached a new high level. Revenues from the sale of gas were the high-

est on record. Capital expenditures for construction and plant expansion totaled nearly one billion dollars, breaking all previous records. Promotion, advertising and research activities carried on by American Gas Association under the PAR Plan gained in volume and effectiveness during the year. Coordinated promotional and advertising campaigns carried on by the Association, Gas Appliance Manufacturers Association, gas utility companies, gas appliance manufacturers and dealers lifted sales of gas appliances and equipment far above prewar levels.

Natural gas transmission lines now under construction will bring natural gas to metropolitan New York and New Jersey in 1950. It is almost certain that the New England States and the South Atlantic territory soon can augment their manufactured gas supply with natural gas. Promotional and advertising campaigns now planned for 1950 hold promise of sales and gas appliances this year passing even the peak records in 1948.

At the end of 1949 the gas utilities were serving an estimated 23,763,400 customers, including about 334,000 LP-gas customers served directly by utilities. This was an increase of 2.5 percent over the 23,183,000 actual customers served in 1948. Of the total number served, 13,319,000 were receiving natural gas, a gain of eight percent; 8,566,600 were receiving manufactured gas, a decline of 0.4 percent; and 1,544,300 were served with mixed gas, a decrease of 20.1 percent. The decline in manufactured and mixed gas cus-

tomers can be attributed to changeovers by important gas utilities from manufactured and mixed to natural gas distribution.

In addition to the customers reported above, it is estimated that more than 5,500,000 customers are being served with LP-gas in territories not reached by gas utility mains.

Utility sales of natural gas during 1949 were about 3,153,335,000 Mcf, an increase of 8.9 percent over 2,894,650,000 Mcf sold in 1948. Manufactured gas sales amounted to 420,087,000 Mcf, a decline of five percent; while mixed gas sales decreased 8.5 percent to total 135,577,000 Mcf.

Total revenues from the sale of gas reached an alltime high of \$1,694,331,000, an increase of 7.3 percent over revenues of \$1,579,603,000 in 1948. The major increase occurred in the natural gas branch where revenues rose to \$1,097,328,000, 10.3 percent over 1948. Manufactured gas revenues were \$484,305,000, a rise of 4.6 percent, while mixed gas revenues, most affected by changeovers, declined 10.6 percent to total \$91,948,000.

The gas industry continued its tremendous efforts to meet the ever-increasing demand for gas last year. Expenditures for gross construction of new facilities and expansion of present facilities in 1949 reached an alltime high of \$943 million, exceeding last year's peak of \$770 million.

The industry recently resurveyed its capital requirements for the five-year period from 1948 through 1952 and found that about \$3½ billion will be required.

It is estimated that 1.8 billion dollars will be spent by gas companies in the next three years. Manufactured and mixed gas companies expect to spend \$500 million during the five-year period, with natural gas utilities spending \$3 billion. Of this amount about 1.8 billion dollars will go for new natural gas transmission facilities.

Natural gas expansion

Expansion was again the keynote of the natural gas industry during 1949, continuing the spectacular growth begun at the end of the war. For the first time in its history, New York City was served with natural gas when the New York and Richmond Gas Company of Staten Island opened its line bringing natural gas to New York from the Gulf Coast of Texas.

The remaining boroughs of New York will begin receiving natural gas by the end of 1950 with the completion of the 1,840 mile pipeline now being constructed by Transcontinental Gas Pipe Line Corporation at a cost of about \$190 million. This line, which will run from Texas to the Hudson River, will supply 505 million cubic feet of gas daily to metropolitan New York and Newark, N. J. Applications are pending before Federal Power Commission to increase daily deliverability by 100 million cubic feet and to extend the New York line to the New York-Connecticut border.

Several natural gas transmission companies are working on plans for bringing natural gas to the New England states. This highly industrial area now is served entirely with manufactured gas and the advent of natural gas may make important changes in the economic future of New England.

Another important extension is proposed by Atlantic Gulf Company which would bring a line from the Louisiana Gulf Coast to major cities in Alabama, Georgia, South Carolina and Florida.

In the six months ended June 30, 1949, Federal Power Commission authorized construction of 4,900 additional miles of pipeline to cost about \$374,820,000. Another 8,500

miles are now under construction and applications are pending before the FPC for about 14,600 miles. The present 260,000 mile network is delivering almost three trillion cubic feet of gas annually.

Proved reserves of natural gas climbed to new high levels. The Association's Committee on Natural Gas Reserves estimated that proved recoverable reserves at the beginning of 1949 amounted to 173.8 trillion cubic feet, an increase of 7.9 trillion cubic feet over the previous year. Production of natural gas jumped from 5.6 trillion cubic feet in 1947 to six trillion cubic feet in 1948.

Manufactured gas progress

While demand for gas continued to exceed production capacity in a few manufactured gas areas, the majority of the companies ended the year with no restrictions. A survey recently conducted by the Association's Bureau of Statistics showed that more than 6,600,000 families now use gas for space heating and house heating and that it was expected that 693,000 new gas househeating customers would be added in the 1949-1950 heating season.

Catalytic cracking processes and high Btu oil gas processes discovered under the industry's research program are being integrated into plans of manufactured gas companies for meeting peak load problems. The advent of natural gas will be a boon to some manufactured gas areas. While it is not expected that consumer rates will be decreased appreciably, most manufactured gas companies by using natural gas to replace high cost and sometimes scarce oils for enriching purposes will be able to provide better fuel at no additional cost and will be able to meet increased demands for service without expanding plants in a period of high construction costs.

While sales of some gas appliances fell below the all-time record reached in 1948, in almost every classification, sales were considerably above prewar levels. Gas range shipments in 1949 totaled two million units, about 40 percent over the prewar average. Sales of automatic gas water heaters were 1,350,000 units, three times as great as in the prewar years. Increased supplies of gas helped gas heater manufacturers and shipments of gas warm air furnaces totaled 260,000 units, a gain of 35 percent; gas boilers, 37,000 units, up 30 percent, while gas floor furnace shipments were 200,000 units, an increase of about 30 percent. Manufacturers shipped 290,000 gas conversion burners during 1949, nearly 500 percent ahead of 1948. Gas heating equipment sales in 1949 considerably surpassed those of 1948 when gas heating restrictions were in effect generally. Gas refrigerator sales held up well and sales of the newer appliances such as gas incinerators, gas laundry dryers and all-year gas air conditioners showed substantial gains over last year.

A promised growth of the gas utility industry in 1950 has brightened the outlook for gas appliance manufacturers (see page 9 for details).

A new peak in Laboratories services to the gas industry was established for the third successive year. Testing and inspection services, the major activities, exceeded those of the previous year by about 20 percent. Operations totaled nearly a million dollars or approximately double that of the prewar peak of 1940. Additional personnel was employed, facilities were improved and added floor space purchased for the Pacific Coast branch was brought into full operation. The num-

A.G.A. prepares intensive PAR campaign for '50



Everett J. Boothby, president, Washington Gas Light Co., new chairman of A.G.A. PAR Committee



Frank C. Smith, president, Houston Natural Gas Corp., chairman, General Promotional Planning



Edward P. Noppel, vice-president, Ebasco Services Inc., chairman, General Research Planning

A hard-hitting program involving expenditures of \$1,764,775 has been authorized for the sixth year of the gas industry's PAR Plan to stimulate sales activities, meet the pressure of competition and further work on new and improved processes and equipment. A team of noted experts in the promotion, advertising and research fields has been selected to direct the 1950 PAR campaign.

Fifty-four research projects in gas pro-

duction, domestic, industrial and commercial gas research have been scheduled for 1950 at ten leading research institutions.

The sum of \$575,802 has been allocated for these activities. Eight of the projected studies are new research projects and the remainder were in progress at the beginning of the year.

In the field of general technical research, seven projects have been scheduled which are of direct interest to pipe-

line companies and utilities engaged in pipeline operations. Expenditures of \$90,925 are slightly more than double the amount spent last year.

A total of \$292,548 has been allotted for sales promotion activities during 1950 and \$766,000 for national advertising to promote A.G.A.-sponsored campaigns.

In addition to many diversified promotional activi- (Continued on page 24)

ber of manufacturers obtaining approval for their products increased approximately 25 percent and personnel was expanded to provide adequate inspection services.

Research activities were continued at about the same pace as last year, with some \$160,000 in projects financed through the PAR Plan handled at the Laboratories. These included domestic, industrial and commercial, and mixed gas research activities. Fourteen bulletins and reports covering various phases of these projects were distributed to the industry.

Development of sales plans and methods was an important task of the Residential Gas Section during 1949. To coordinate most effectively the efforts of the Association and its member companies, long-range planning was initiated in 1949 and the General Promotion Planning Committee and the National Advertising Committee were presented with organized selling and merchandising programs for 1949 and 1950.

Home service departments of gas utility companies in the United States and Canada last year employed 1,200 women in making nearly nine million customer contacts. Home service calls were made on about 376,000 new customers and home service representatives gave more than 6,500 demonstrations with about 350,000 attending company auditorium demonstrations and 590,000 in attendance at outside demonstrations.

"New Freedom In Her Modern Gas Kitchen" a new moving picture produced by the McCall Corporation and A.G.A. has received high praise. Many gas utility companies have purchased prints for their own use.

Industrial and commercial utilization of gas continued to advance during 1949. While the increase in revenues from sales of all gas for the year was 7.3 percent over 1948, industrial gas revenues were up 8.3 percent and commercial gas revenues rose 7.9 percent over 1948. The combined industrial and commercial revenues now account for 38 percent of the total revenues of the industry.

The industry has met an increased competitive assault on its commercial cooking business. Published results of tests of comparative costs made by the Association's committees have enabled gas utilities to hold and increase their dominance in the commercial cooking field.

New techniques in industrial and commercial applications have maintained technical advantages of fuel gas. Many new developments were perfected during the year, among them being a new type of large volume water heater built so the water supply is directly tied in with commercial dishwashers. In the industrial field a new application of carbo-nitriding in surface hardening of metals maintains carbon pressure and heat contained in a furnace over a week-end with no change in the properties of the metal being treated.

PAR Plan operations

The Association completed its fifth year of operation under its coordinated Promotion, Advertising and Research (PAR) Plan on September 30, 1949. Nearly 7 3/4 million dollars, voluntarily contributed by member companies, have been devoted to the improvement of gas and gas services during the five-year period.

The outstanding feature of the PAR Plan operations during the past year has been the effectiveness of the coordination and the integration to the fullest possible extent of all PAR Plan activities with each other and with those of gas companies, manufacturers and dealers.

More than 50 projects embracing research work in gas production and utilization, mixed and other gases in domestic and general technical gas research fields were prosecuted under the Association's coordinated research program last year. Research work necessarily is long-range work and often it is difficult to establish the demarkation of progress for a given year. But the many tangible benefits already derived from this research program have more than repaid many of the subscribing companies for their share of the \$2,500,000 contributed to these research activities.

Outstanding development of the year in advertising was the complete coordination of advertising themes by the Association, the appliance manufacturers, gas utility companies and dealers, resulting in substantially higher return on the dollar invested and a rising volume of appliance sales by the end of the year.

Newspapers were again at the head of the list carrying advertising totaling \$3,200,000 devoted to the promotion of automatic gas ranges, automatic gas water heaters and the gas refrigerator. Additional local campaigns were conducted in behalf of the all-year gas air conditioner, the gas incinerator and the automatic gas laundry dryer.

The largest single promotion was on the automatic gas range. The Association spearheaded this drive with an appropriation of \$550,000 for national consumer magazine advertising, while the manufacturers spent in excess of one million dollars using the same theme as the Association's advertising. A second campaign was initiated in behalf of automatic gas water heaters and a third drive promoted the gas refrigerator. Total magazine expenditures for all gas appliances by the Association and the manufacturers were two million dollars.

The Association carried on for the twenty-sixth year its industrial and commercial advertising in business and technical magazines.

Domestic gas ranges were the chief promotional item featured in 1949. Early in the year about 200 gas utility companies coordinated in a drive utilizing a promotional portfolio produced by the Promotion Bureau. A survey of public attitudes toward water heating had been made earlier and the answers to many fundamental questions concerning customer preferences were set forth in a booklet for gas utilities. Points of superiority of the gas water heater were established and used in national advertising.

The Association cooperated with Encyclopedia Britannica in the production of a moving picture film entitled "Gas In Home And Industry" for educational use. Through showings of this film the story of our industry will be brought to millions of school children. The Association's Hollywood representative has been successful in placing gas appliances

in more than 200 moving picture films, shorts and educational features during the year.

A fall promotion campaign, The Old Stove Round Up, designed to replace obsolete cooking appliances with modern gas ranges, proved to be one of the most successful campaigns ever undertaken. It is estimated that more than one million gas ranges were sold as a result of this coordinated drive by gas utilities, appliance manufacturers, and dealers spearheaded by A. G. A. In October 1949, sales of gas ranges rose to 260,000 units, an alltime monthly record.

A major continuing activity of the Bureau of Statistics was the publication of Gas Facts, the industry's statistical year book, which was issued with new charts and material. The Bureau resurveyed capital requirements of the gas industry and also completed a survey of gas house heating which presented an optimistic outlook for 1950. In cooperation with Edison Electric Institute, the Association's Committee on Economics produced a study, "Financing Utility Capital Requirements," highlighting the magnitude of the utilities' postwar construction program and offering suggestions as to how individual utilities might facilitate financing programs.

The Association has voted to change the name of the Technical Section to the Operating Section which will continue to be responsible for the production and distribution of gas and its by-products. At two conferences more than 1,500 members participated in discussions of chemistry, motor vehicles, production and distribution advances and problems.

Accident prevention was an important Association activity during the past year and one to which my predecessor, Robert W. Hendee, devoted considerable attention during his term in office. Mr. Hendee gave an address on management participation in safety programs at the thirty-seventh National Safety Congress in Chicago.

The spring conference in Detroit, in which the Association and the Edison Electric Institute jointly participated was the largest accounting conference staged by the combined associations. Successful accounting meetings also were held at the A. G. A. annual convention in Chicago. The section cooperated with the Statistical Bureau and with the Committee on Economics of A. G. A. in resurveying the construction program of the gas utility industry for the five-year period 1948-1952.

Changes in types of fuel distributed by several utility companies have increased the calls for advisory services from the Utilization Bureau. Committees on Comparisons of Competitive Services and Domestic Range Tests performed excellent tasks in establishing data that will refute misleading claims of competitors.

Rapid strides made by both natural and manufactured gas branches have brought the gas industry more and more to the attention of the public. General, business and financial stories concerning the industry have brought more favorable opinion of gas utility stocks in financial circles. Domestic and industrial publicity have helped increase the customers' appreciation of gas fuel in the home and in industry.

The gas industry, in the past few years, has accomplished miracles in the fields of production, promotion and service. It has a keen perception of problems that are ahead. Long-range planning has been initiated that will help solve these problems as they arise. The industry is rapidly solving its supply problem. Its rates in many instances have been adjusted to cover present-day costs of labor and material. It is now ready to aggressively seek business on a firm footing.

*Dramatize the advantages
of commercial gas installations*

How to keep the commercial load

By DONALD B. GRIDLEY

*Assistant Business Manager
Patterson Publishing Co.,
Chicago, Illinois*

Just a few months ago, I made a 4,000 mile trip through the eastern states, meeting and talking to hundreds of manufacturers supplying the restaurant industry. I talked to presidents and vice-presidents, sales managers and sales representatives of companies ranging from giant corporations to modest workshops.

At the beginning of my trip, all these manufacturers were worried about falling sales, using practically identical words to describe their uneasiness. After Labor Day, the tide began to turn, and I was told over and over again, from town to town: "Business is definitely picking up, and it looks like 1950 might be a very good year."

Seeing the rise and flow of optimism, hearing the almost unanimous experiences of all these different companies, sharply pointed up a truth that we should never forget. Your business is dependent upon the rise or fall of your industry. If you work to help your industry, you'll profit, and if you don't,

you'll suffer with the rest. You might rise a little higher, or fall a little lower, but you can't swim up against Niagara Falls or swim down the rapids much faster than the current will take you.

In our position, we work closely enough with the gas industry and its customers to understand both sides of the picture. We should be qualified to offer some suggestions to help.

Let's divide these into categories of general comments—servicing of gas equipment and merchandising of services and products.

Some of these ideas probably are working already for members of your industry. If not, I hope they'll serve to stimulate your thinking and action. Concerning the gas industry in general, are you sure that all small town gas companies and small town representatives are as alert and attentive to commercial prospects as they should be? If your competition is making inroads in these areas, it's an indication that they're not. Remember, losing business here not only loses business for the companies in that area, but weakens your entire industry.

Do you carefully read all Dodge reports, local newspapers, business publications and other sources that give valuable tips on new construction? Before my wife and I moved into a new apartment building recently, four salesmen from four different milk companies approached us while we were stumbling

around the mud, surveying our future home. The first one to greet us got the business, and still has it.

Do you maintain complete records of installed equipment, so that you are on the job *before* the equipment becomes obsolete—so you can act to sell new equipment before the operator becomes dissatisfied and becomes a prospect for your competitor?

About servicing of gas equipment—you know that gas-operated kitchen equipment must be kept in good working order for top efficiency. Many utility companies already provide monthly maintenance service. Those companies that don't provide that service should talk to those that do and learn what they're missing. If you know the advantages of providing monthly service, have you made any effort to help train an employee in the restaurant to look after and maintain the equipment between your calls? You would help the operator, build priceless good will, and insure top efficiency of equipment, if you offered a short maintenance course for restaurant employees, or, at the very least, if you offered simple instruction pamphlets for the restaurant maintenance man or the operator himself.

Encourage restaurant operators to keep records in the form of wall charts, card files, or even inexpensive notebooks. We are currently publishing a series of articles showing operators how

Presented during A. G. A. Commercial Gas Breakfast at Hotel Roosevelt, New York, on November 8, 1949. Photo at top of page by Ewing Galloway.



to set up and keep adequate maintenance records. Their requests for more of the same show that they want this kind of help. You can give it. Why don't you?

When you buy a household toaster, radio or vacuum cleaner nowadays, you're likely to find a tag attached that reads: "Our warranty becomes effective when you tear off and send back this tag."

Companies have found that this system supplies a fine record of all equipment in use. Couldn't some means be found to devise a standard system of tagging all gas cooking equipment? The tag could say "This warranty becomes effective only when the tag is received by the local gas company." This would help operators by familiarizing them with local maintenance sources and would provide local gas companies with a constant source of monthly maintenance prospects. It would give local gas companies an accurate record of every piece of equipment in their area—date of purchase, address, etc. It would build up to a fine replacement list as the years go by. This would help assure manufacturers that their equipment was being properly cleaned and adjusted to give peak performance. It would help dealers by relieving them of responsibilities that some may not have facilities to handle.

Now, about merchandising your method of cooking and equipment to restaurant operators and hotel purchasing agents. Sales-minded executives in almost every line of business have discovered that customers like to shop in an attractive atmosphere—customers respond very quickly to displays of merchandise. For proof of this, watch the most alert, progressive organizations spend millions on modern showrooms to sell commercial and industrial equipment as well as domestic products. You could profit by their experience.

As you know, most equipment dealers do not have the facilities or space to properly display cooking equipment. Great strides are being made in this direction, but small dealers especially simply cannot do the job. If local gas companies had well-appointed showrooms to display commercial cooking equipment in the best possible light, results might quickly justify the cost. A fine showroom would encourage dealers to bring their prospects in to sell them by sight as well as by words—with your

help. Both the utilities and the manufacturers would benefit by building up a closer relationship with the dealer. Both would benefit by the excellent opportunity to sell this method of cooking for the entire installation.

If any one is under the impression that restaurant operators are not susceptible to good merchandising, or do not use it in their business, let me correct that impression at once. Largely through the efforts of national and local restaurant and hotel associations, and the business publications serving these fields, operators are growing more and more aware of the value of merchandising their food and services. For example, here are a few things that are being done in Chicago restaurants right now:

Harding's restaurants place small table tents on every table, that say: "Dine with us on Thursday night—every lady will be presented with a beautiful gift orchid." Toffenetti's wheel a portable steam table right up to their window so passers-by can watch the cook carve the juicy roast beef before their very eyes. At Pixley & Ehlers, a life-size cut-out of Roy Rogers, the "King of the Cowboys," draws the small fry and their parents, up to and often into the restaurant. Mayflower Shops flip pancakes onto a sparkling griddle; another restaurant tells window shoppers about its spotless kitchen with huge pictures showing rows of gleaming ovens, ranges, fryers, etc.

Smart merchandising

That's just a sample of the smart merchandising going on today. It's smart business for the operator, and smart business for the food and equipment companies that suggest and help set up these displays.

Because manufacturers of restaurant equipment produce not only the most efficient equipment the world has ever seen, but attractive sanitary and impressive equipment, it should be shown the public in every way possible. Many restaurants throughout the country are going in more and more for visible kitchens. Perhaps you might find use for this some day, and help an operator plan a kitchen that will operate in full view of the patrons. It's being done, and done very successfully.

If this can't be done, you could photograph every completely new installation and give blow-ups to the operator for window displays. Kitchen photographs could be pictured on the restaurant

menu. Even menu-tips or table cards do not seem far-fetched when you visualize a picture of your gleaming equipment tied in with a message that could read something like this: "Our delicious fried chicken is skillfully prepared in our modern kitchen on this . . . gas fryer."

This would help the operator to sell his progressiveness to the community, help him increase his patronage. It would help you by telling the entire community that John Smith, who is noted for fine food, has chosen gas ranges, gas ovens, etc., for his modern new kitchen. Remember, every restaurant has a large, loyal following of patrons.

Every noteworthy restaurant is regarded with pride and a bit of awe by the entire community. Would it be good business to let them know that your method of cooking and your equipment is in use there? Certainly. Would it help sell your domestic line, if you have one? Definitely.

The restaurant industry has enjoyed tremendous growth these last ten years. From a status of big business ten years ago, the industry has doubled in volume and learned new and modern concepts of food service. The restaurant industry has grown from 20 million meals served a year to over 40 million meals every year. All indications are that this volume will be maintained or increased in 1950, as all America is learning the luxury and enjoyment of eating out.

Hand in hand with the growing status of restaurants, has been the technological improvement in cooking equipment and selling methods. Your industry which makes and deals with restaurant equipment has been quick to recognize the restaurant industry as a big and important customer. Largely through your efforts the modern restaurant kitchen is a model of efficiency and sanitation.

Since the war, restaurants have bought a lot of new equipment—new cooking equipment, food preparation equipment, dishwashing equipment, etc. But restaurants are still under-equipped for their doubled volume of business. Too much obsolete equipment is still in use. There is not a progressive operator in the country today who is not wondering how he can increase his kitchen efficiency and his patronage.

I believe that right there is the most important bit of information that we can give you. Let me repeat it: Restaurant operators are intensely interested in increasing both their kitchen efficiency and their patronage. (Continued on page 24)

Gas appliance sales rise forecast

Sales of gas appliances and equipment in 1950 should exceed 1949 totals. In every division of the industry sales will far exceed and in some classifications, more than double prewar averages, according to a recent poll made among the 550 gas appliance and equipment manufacturer members of Gas Appliance Manufacturers Association. This will bring industry sales closer to 1947-48 alltime peaks.

To reach these goals, manufacturers will intensify sales training, improve dealers' sales aids and introduce more creative selling techniques among their dealers' outlets and salesmen. Approximately 50 percent of the manufacturers polled intend to increase sales forces.

Analyses of manufacturers' estimates of 1950 sales indicate an expected 20-30 percent increase in gas range sales over 1949 with greater increases in sales of incinerators, refrigerators and clothes dryers.

Sales of gas-fired central heating

equipment, manufacturers expect, will be 30 percent over 1949. Floor furnaces and direct heating equipment are expected to be about 20 percent greater. Automatic water heater sales are also expected to make substantial gains.

Plans to increase sales forces vary widely among manufacturers. This is particularly true in the cases of the substantial number of new manufacturers who have recently entered the gas appliance and equipment field. In general, 54 percent of the reporting manufacturers plan to increase their sales force by as much as 25 percent. New manufacturers, particularly those making gas heating equipment, indicate increases up to 100 percent. (Front page feature articles on the upswing in the gas appliance picture appeared in *The Wall Street Journal*, Thursday, December 8, 1949, and *Retailing Daily*, Monday, December 12, 1949).

As in most industries, 1949 gas appli-

ance sales did not reach 1948 peaks with the exception of the heating appliance and equipment sections of the industry. However, in the last quarter, new monthly sales records were made by practically every gas appliance division.

Extension of natural gas pipelines, increases in gas manufacturing facilities and the increasing acceptance of gas for home heating, helped the gas heating manufacturers to reach all-time sales peaks which are expected to be exceeded in 1950 as additional transmission and manufacturing facilities are completed.

During 1949, gas furnace sales were 35 percent above 1948; gas conversion burner sales were 500 percent greater than during 1948; while gas heating boiler sales increased 30 percent.

Orders for gas-fired central heating equipment continue to be received at a high rate and manufacturers report backlog of orders (Continued on page 47)

GAS APPLIANCE SALES

	1950 Forecast	1949 Estimated	1948	1947	1946
DOMESTIC RANGES					
City gas	1,760,000	2,075,000	1,770,000	1,440,000	
LP-gas	240,000	675,000	620,000	360,000	
TOTAL	2,500,000	2,000,000	2,750,000	2,390,000	1,800,000
(Oct. '49 alltime peak)					
WATER HEATERS					
City gas	1,188,000	1,316,000	1,430,000	1,189,000	
LP-gas	162,000	184,000	370,000	130,000	
TOTAL AUTOMATIC	1,425,000	1,350,000	1,500,000	1,800,000	1,319,000
SIDE ARM (less tank)	175,000	170,000	218,000	260,000	424,000
TOTAL WATER HEATERS	1,600,000	1,520,000	1,718,000	2,060,000	1,743,000
CENTRAL HEATING EQUIPMENT					
Warm Air Furnaces	260,000	193,000	188,000	230,000	
Conversion Burners	290,000	48,500	70,000	400,000	
Boilers	42,000	30,000	44,000	32,500	
TOTAL	770,000	592,000	271,500	302,000	662,500
FLOOR FURNACES	260,000	220,000		Not Available	
DIRECT HEATING EQUIPMENT					
	1,650,000	1,350,000	2,100,000	2,600,000	1,250,000



\$20 HAT FROM BEST'S APPAREL GIVEN WITH EVERY GAS

Choose any smart \$20 Fall hat from Best's Apparel at no extra cost when you buy a new Gas range during Old Range Roundup. PLUS liberal trade-in for your present coal, wood, electric or gas range. Take advantage of this smart combination that saves values and money-saving extras for you! Offer good during Old Range Roundup. See these years-ahead Gas ranges at Seattle Gas Company or your appliance dealer's.

SEATTLE GAS COMPANY

1511 Fourth Avenue • MAin 6767



(Left) One of a series of advertisements on Seattle Round Up.
(Right) Gas company sales manager and assistants opening utility's kick-off meeting

Round Up takes Seattle by storm

By NORBERT O. FRATT

*Vice-President in Charge of Sales
Seattle Gas Co.,
Seattle, Wash.*

Ruskin once said, "He is most original who can adapt from the greatest number of sources."

In Seattle Gas Company's Old Stove Round Up, which ran from September 12 to October 31, 1949, we adapted from as many sources as possible and also, we think, added a few new wrinkles of our own. For one reason or another, the company had not run aggressive advertising or staged any campaigns since before the war. It was necessary, therefore, to build "from the bottom up."

The general employee can be a very important factor in any sales campaign. Realizing this and also the fact that no concerted effort had been made to gain his active support since before the war, it was decided to carry on a pre-campaign employee sale during the month of August.

Purposes of the campaign were three-fold. First, to get as many employees as possible to own the very latest appliances in their homes. Second, to have them enthusiastic about the modern services we offer so that they would tell their neighbors, and third, to make all employees merchandise-minded in preparation for the Round Up sale.

Range and water heater suppliers were approached and agreed to give special discounts up to ten percent off their

regular wholesale lists during the campaign, for employee purchases. The company has always sold appliances to employees at cost for their own use. As this extra discount was also passed along it enabled the employee to buy for his own personal use at less than the company's regular cost.

A letter from President N. Henry Gellert announcing the sale was sent to each employee at his home. Notices of the sale were posted on all bulletin boards. Appliance displays were installed in the plant, shop, and accounting office. Each piece of equipment was tagged with the retail price and employees' cost. Displays were manned by salesmen at certain hours to explain the appliances to interested employees. Results were considered quite satisfactory.

as five percent of the employees actually purchased appliances and several bought more than one type.

A campaign of the stature of the Old Range Round Up required planning of inventories. In order that all local suppliers and distributors of gas ranges would be prepared for the drive, a special luncheon was held August 5, five weeks before campaign time. Fourteen distributors representing ten manufacturers were present. All in attendance were enthusiastic about the program and promised to enlist the support of their dealers in the Round Up.

Two weeks before the campaign a letter was sent to all gas appliance dealers inviting them to join the Round Up. Enclosed with this invitation were copies of the rules of participation and the A. G. A. portfolio on tie-in material. This ruling was followed closely by personal contact that same week in order to obtain maximum coverage and whet an appetite for the dealer meetings the following week.

Each evening during the week preceding the Round Up the home service auditorium was a beehive of activity. On successive nights the distributors brought their various dealers in for dinner, a refresher course in gas range selling, and a presentation of the Round Up program. The usual program was to give a complete range-selling presentation followed by a dinner consisting of vegetables cooked during the range sales presentation. Each salesman broiled his own steak to suit his particular taste. As each dish was prepared, a stout sales story dramatized the superiority and advantages of modern gas cooking.

The company feels that it had a unique and exciting customer "buy now" offer as the cornerstone of this campaign. Through a fortunate promotional "tie-up" with Best's Apparel (an outstanding local women's apparel store) a beautiful ladies' hat of her own choice, valued up to \$20, was given with the purchase of any modern domestic gas range at retail during the campaign. The gift of a hat was in addition to a liberal trade-in allowance.

Those dealers meeting the cooperating dealer requirements were supplied with ladies' hats through Best's Apparel at a total cost per hat of \$5. This charge was billed by Seattle Gas Company which paid the balance of the cost.

Cooperating dealers were supplied books of hat certificates in the form of checks. When properly filled in and authorized, a check was given to each qualified range purchaser, who in turn presented it to Best's Apparel in exchange for a hat of her choice up to \$20 in value.

All dealers who so requested were supplied free of charge with paper popguns and other promotional material to be given away by their sales personnel. Buttons featuring the Old Range Round Up slogan to be worn by dealer salesmen were also supplied upon request.

Dealers were reminded that full pre-war mark ups on gas equipment had been maintained by the gas company, and would be continued during the campaign. In nearly all cases this meant substantially larger profit margins than carried by most competitive equipment.

Although our salesmen had attended the dealer meetings during the week, a

special presentation was necessary to instruct them in the use of the tools and gimmicks, as well as to inspire them to do the job ahead. The Friday morning before the campaign opened a breakfast meeting was held in the Mercer Street Sales Office. Two griddle ranges were hooked up and the sales supervisory staff appeared in full cowboy regalia. As each salesman came up the stairs, a .38 caliber blank was fired, he was fitted with a cowboy hat, bandanna and Round Up button, and he was listed as a "Bit Dust Indian."

A formal meeting followed reviewing the campaign in toto. Instructions were given on the use of balloons, popguns and lollipops. Then followed details on how to present refrigerator dish covers to prospects, how to use the Best's Apparel check book hat order form, and when and how to offer glass tumblers for additional prospects.

The final morale and enthusiasm builder was the announcement of the "President's Prize Contest" for company salesmen for excellence in range sales.

In order to keep the president promptly informed of results, a large chart was prepared for his office wall, listing each salesman's name, his weekly quota of range sales, weekly sales department totals, and the grand total. Space was left to fill in actual results alongside the quota figures. Each Monday morning figures were filled in to show the results of the previous week. The whole chart was mounted on a curtain roller so that the figures were constantly available but the chart could be rolled up when not in use. A duplicate of this



Window display prepared by local store which tied-in with the Round Up. Utility presented hats to retail purchasers of modern domestic gas ranges



N. Henry Gellert (left), gas company president, and Norbert O. Fratt, vice-president, reviewing Round Up program with Miss Bennett of Best's Apparel

chart was placed on the blackboard in the sales office so that salesmen at all times could check on the number of units being credited to their accounts.

A general employee meeting was held on kick-off day—September 12. A teaser notice was sent out to the wives of employees on September 2 promising door prizes, entertainment and a whistlin' good style show. At the same time each supervisor and foreman received a notice of the meeting with a registration sheet upon which members of his group could sign up for reservations. The response was almost instantaneous and by the next evening our reservation list was full.

At the meeting in addition to the style show and entertainment promised, President Gellert gave an inspirational talk to the employees on the importance of sales. The curtains were then opened revealing a full-sized, 24-sheet billboard. A moment later the sales manager and two assistants in full cowboy regalia came crashing through the billboard, shooting guns. The whole sales department jumped up and started to whoop and holler. Instead of a ten-gallon hat, the sales manager wore a chic new veiled turban from Best's Apparel. When quiet was at last restored he presented the Round Up campaign to the employees and explained the new prospect plan for employees' families.

The company also prepared a well-rounded advertising campaign designed to give maximum coverage at a minimum cost. All regular media were used including newspaper, radio, poster board, streetcar and truck cards and direct mail. For emphasis and to create excitement, a big lead off advertisement was run in two colors in both metropolitan papers. Front page advertisements in two colors were also used as support and to assure good over-all coverage.

Radio space was bought on a participating basis on an established women's program over the local NBC affiliate. This assured good coverage at a minimum cost.

Poster board locations were secured on the main arteries. These were all hand-picked locations that afforded good coverage at a fraction of the cost of a full showing. A half showing on the inside of streetcars was purchased for the first four weeks of the campaign. Card frames were purchased for the sides of our trucks and service cars, and weather-treated car cards were inserted.

In order to get the value of repeti-

tion and at the same time save on production costs, the same layout and copy were used on the billboard, streetcar card and truck sign. These streetcar cards also were used for floor and window decoration both by the company and the dealers.

The sales floor and display windows were decorated in the Round Up theme. A large corral containing an old gas and an old electric range was placed in the middle of the sales floor. An appropriate cowboy cut-out with lariat ropes around the old ranges carried out the Round Up motif. In addition, a full-sized billboard was mounted on the wall of the office over the customer service desks. Floor salesmen were dressed in cowboy hats and bandannas. Banners, posters and balloons added to the atmosphere of excitement.

Maximum impact

Direct mail circulars featuring the Round Up offer were mailed out to all domestic customers. This mailing was followed up by trained girls on the telephone to get the maximum benefit from the mailing.

A postage meter slug featuring the Round Up was inserted in our mailing machine to insure that all bills and other mail carried a reminder of the campaign.

A full-sized cut-out of a covered wagon was placed on the marquee of the main office. "Old Range Round Up" appeared boldly on its side while a direction post carried the highlights of our special offer. This sign was brilliantly illuminated at night.

Almost every conceivable tool was supplied to the salesmen and others in public contact to build good will, strengthen public relations and lead towards the closing of sales. Balloons, lollipops and popguns were offered to kiddies who visited our sales floor with their parents. The salesmen also kept a supply of these gimmicks in their pockets to give out during home calls. Purpose one—to build good will; purpose two—to keep the kid quiet so the salesman could tell his story uninterrupted.

On original prospect calls the salesman was supplied with a refrigerator dish cover to present to the prospect. He was instructed first to thank the prospect for inviting him out to see her and then to present the dish cover in appreciation. Did he get invited in? You bet he did!

Cook books were offered over the

radio to prospects who came in to our sales office. Square dance directions were also offered with our Round Up copy on the back.

The real clincher in the deal was a check book drawn on Best's Apparel to deliver to the order of Mrs. Prospect one hat, valued up to \$20. The salesman was instructed to make out his range order and pass it to the prospect to sign. While she was hesitating, he pulled out the check book and started to fill in the prospect's name on the check and sign it. After the prospect examined the check and signed the order the salesman then picked up both the order and the check explaining that the sales manager's signature was necessary to make the check valid and that he would deliver it to her countersigned the day the range was installed. This worked well and prevented checks from getting out on delayed or cancelled orders.

When the salesman delivered the hat certificate he had a beautiful "Blue Flame" tumbler in his hand. He explained to the housewife that he would give her a set of eight of these glasses if she gave him the name and address of a friend or neighbor to whom she thought he could sell a range.

All salesmen wore cowboy hats, bandannas and Round Up buttons during the entire campaign.

One of the best features of the Round Up was that everybody got in the act. During the planning stages good suggestions by the score were received from top management down through the entire supervisory group. The salesmen volunteered to keep the sales office open on Saturdays (and they are not subject to overtime pay). General employees picked up the ball and really went places. Soon half of the main office employees were garbed in Round Up attire.

The results of all this activity were very encouraging.

Unit sales of gas ranges constituted 93.6 percent of the budget figure and a 340 percent increase over unit sales for the same period in 1948. The total dollar value of range sales amounted to 108 percent of the budget and represented a 415 percent increase over the same period of 1948. Grand total of merchandise sales for the period was \$108,689 compared with \$57,025 for the same period in 1948, or an increase of \$51,664. Two hundred and two new customers were secured during the campaign.

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Exterior view of restored structure housing modern gas demonstration kitchen and Trustee's garden assembly room. Note gas holder in background and historic lace brick fence at right

"History" restored in Savannah



Hansell Hillyer (left), president, South Atlantic Gas Company and developer of "little Williamsburg" project, with Dr. T. H. McHatton, chairman of the restoration project's botanical committee

An historic restoration in Savannah, Ga., on the more-than-century-old site of Savannah Gas Company and adjacent property is being pushed to completion by Hansell Hillyer, president of the company, and has already been cited by historians as a "little Williamsburg." A commercial venture, the project demonstrates the economic soundness of slum area rehabilitation in a manner that restores and retains the charm of the original setting.

The site of the gas company plant, purchased more than a century ago, is located on property containing Fort Savannah, built in pre-revolutionary days, and prior to Fort Savannah, the original Trustees Garden, known as the first commercial botanic experiment in the western hemisphere.

The brick ramparts and the cannon, as well as the dungeon of old Fort Savannah, withstood the ravages of the years, but the adjacent Trustees Garden area had become a dilapidated slum section. Portions of the original Trustees Garden site were already held by Savannah Gas Company when South Atlantic Gas Co., organized by Mr. Hillyer, took over this company together with several Florida gas properties.

The utility company president and his wife, who he says conceived the idea, almost immediately began plans for reclaiming the Trustees Garden area.

The distinctive architectural lines of the original buildings were retained. The lumber in the frames, foundations, walls and floors was often found to be pine of vast strength, endurance and beauty that could not be duplicated today. This wood, sanded and polished, added to the charm and durability of the restored buildings.

Colorful paints enhanced the old exteriors. Iron grillwork, typical of old Savannah, was used in ornamentation.

Today, some three years since the first beginnings, the Trustees Garden Village is one of the most picturesque and historic restorations in the nation. More than 30 residential units have been completed; a miniature Trustees Garden, a replica of the original, is being cultivated within a graceful enclosure of lace brick; and the original project has been expanded to include houses and buildings in adjacent areas.

The general headquarters of South Atlantic Gas Company are now located in an attractive structure that a few decades ago, as legend has it, was a honky tonk for sailors known over the seven seas.

The utility's new Wonderflame Room, one of the most modern gas demonstration kitchens in the Southeast, occupies another restored building. Immediately to the rear and (*Continued on page 19*)

* For further information on the project see Holland's Magazine, July 1949.

Panel discussion:

Experience with natural gas



R. J. Rutherford, Worcester Gas Light Co., presiding as moderator for the natural gas panel



Panel in action: H. B. Noyes (left), Washington Gas Light Co.; W. R. Fraser, Michigan Consolidated Gas Co.; L. J. Eck, Minneapolis Gas Co.; M. I. Mix, The Peoples Gas Light & Coke Company

● Following is an abridged version of an informative panel discussion presented before the Manufactured Gas Department at the 1949 American Gas Association convention in Chicago. Answers are based on a series of actual questions solicited from manufactured gas companies which have experience with natural gas.

Serving as moderator was R. J. Rutherford, president, Worcester (Mass.) Gas Light Co., active in numerous gas industry activities and chairman, A. G. A. Committee on Domestic Gas Research. Four prominent gas company executives participated as members of the panel: Lester J. Eck, vice-president and assistant general manager, Minneapolis Gas Co.; W. R. Fraser, Michigan Consolidated Gas Co., 1948-49 chairman, A. G. A. Technical Section; Martin I. Mix, operating engineer, The Peoples Gas Light and Coke Co., Chicago, and Howard B. Noyes, vice-president, Washington Gas Light Co., Washington, D. C.

One of the four companies represented on the panel has changed over from water gas operations, three have changed from mixtures of water gas and coke oven gas; of the four, three are now distributing straight natural gas, and one a mixed gas. Thus, the panel includes an unusually wide diversity of qualified opinion on one of the industry's most important topics.

Moderator: The first subject under distribution is—What can we do, prior to the introduction of natural gas, to help ourselves when and if natural gas comes?

Mr. Fraser: Prior to the introduction of natural gas into a manufactured gas system, the first thought should be pressures. Natural gas is delivered at relatively high pressures. Therefore, there is no need to take gas into low

pressure holders and then pump it out. The distribution gas pressure required will be available at the gate station. The pressure will also be higher than that normally used in manufactured gas systems and when pumps are required to remove peak load or supplemental gas from holders, higher pressure pumps than those which are probably available will be required for delivering holder gas into the distribution systems.

When manufactured gas was used in the Detroit system, the highest distribution main pressures varied between five and ten pounds. A number of these five-ten pound systems have now been converted to accommodate 50-pound gas. The reconditioning of the systems for higher pressures must be considered in any system that is to be converted for the use of natural gas.

Presently installed district governor

IS manufactured gas systems

equipment will probably be adequate although, before the accepting of natural gas, this equipment should be completely reconditioned. The regulators will have to be cleaned and, if the inlet pressure is increased, double diaphragm leathers used to withstand the higher inlet pressures. If low pressure governors are presently installed in the city systems, they should be replaced with high pressure governors.

Natural gas, even when odorized, does not have an odor intensity equivalent to most manufactured gases, especially water gas. Therefore a system of leak detection should be developed that will allow the locating of leakage gas, especially that coming through the ground, by mechanical means. The use of smell can not be depended upon for locating focal points of gas leakage. The general public will recognize the new gas odor but it is not likely that they will define the odor as that of gas. Care therefore must be exercised to take care of any foreign odor complaints reported by customers. Use of supplemental manufactured gas from time to time will increase reports of gas leakage by customers and tend to make the customers aware of the difference in odor between the two gases.

When making a changeover from manufactured gas to natural gas, decision must be made on whether a step changeover or a direct changeover will be used. The size of a system has considerable bearing on this decision. Small properties lend themselves to direct changeovers more readily than do the larger properties.

Prior to the changeover, personnel must be thoroughly trained in a complete understanding of characteristics and properties of the new gas. Burn-

ing and flame characteristics are quite different than those of manufactured gas and servicemen must understand equivalent appearances of satisfactory flames.

Moderator: What can be done to prevent gum trouble?

Mr. Noyes: I think the most important thing to be done prior to introducing natural gas into the system, is to make a very thorough analysis of your present conditions.

As no two companies are exactly the same, the results will not be the same in different companies.

After you have an opportunity to analyze your system very thoroughly, one of the best things to do is to go around and talk to people who have converted, speaking in terms of your own particular problem; and always keeping in mind, of course, the fact that the other fellow, when he converted, may have done so under absolutely different conditions from those which prevail in your own company.

We thought that we had anticipated everything that could possibly occur to us when we changed over our system; but there was one thing that we had not anticipated—the matter of gum trouble. Frankly, we had never before heard of a manufactured gas company converting over to a natural gas and then finding itself right in the midst of a gum problem.

Following the completion of our changeover in October 1947, we immediately began experiencing a flurry of gum complaints, particularly in connection with ranges and water heaters, from a small area in the District of Columbia. At first it seemed to be localized in that small territory, then it

started to grow and expand.

We first suspected dust, but not gum, because we could not possibly imagine how gum could have developed in our system, distributing straight natural gas.

We made a careful record of all of our service calls every day, pinpointing them on a map. Then we took a picture of the map every day, and by comparing what the map showed on one day with what it showed on the next day, we saw how the thing was progressing and spreading from one area to another.

In November 1947 we had a total of approximately 26,000 service calls in connection with water heaters and ranges. We discovered that approximately 60 percent of those calls were confined to a particular area. We might normally expect at that time approximately 7,000 calls.

The flurry continued several months and then subsided. We have not had any gum problem since.

Of course, the first question that comes to mind is: What made that condition? Very frankly, we do not know. Our investigation developed the fact that the gum which was being deposited at the pilots was fresh gum. Those areas had been converted over to natural gas for periods of time ranging anywhere from four to six and seven months, and yet fresh gum was showing up on the pilots.

Our analysis showed this to be a vapor phase gum created by a combination of nitric oxide, oxygen, and some unsaturated hydrocarbons. Our natural gas had some small amount of unsaturated hydrocarbons, and a very small amount of oxygen, but no nitric oxide.

Early in the year we had occasion to use a substantial quantity of carburetted water gas, due to a deficiency in our

natural gas supply, just before we changed over. It was entirely probable that we laid down quite a bit of vapor phase gum in our system. Then when the fall season came along, this "old" gum, old in respect of time, started to decompose and was carried along in the gas mains. The *NO* was liberated from the decomposed gum and joined with the other necessary constituents to make fresh vapor phase gum.

Apparently all of the gum in our system has gone. We had no trouble from gum last year, and we have not had any difficulty so far this year.

Moderator: In your particular situation, do you think the fact that you reversed the flow of gas had any effect on the problem?

Mr. Noyes: I don't think that it did, because the area in which the gum difficulty originally started was served, after the introduction of natural gas, in exactly the same way as it had been served prior to that time.

For that matter, in areas where we did have a reversed flow of gas, after the changeover, we had no gum trouble.

Moderator: Next let's discuss fogging and humidification.

Mr. Mix: Naturally, when we were looking upon the advent of natural gas, we had a lot of concern about our meter diaphragms drying out, gas main joints drying out, dust problems, and quite a number of other things. We did not have everything happen that we had anticipated, but we did take precautions to prevent a few of those things from occurring.

In connection with our mains, we started oil fogging prior to the time that the natural gas arrived. We fogged with hot oil at seven plants as much as five months before the natural gas came in.

We proved that we have had complete saturation of the fogging in our medium pressure distribution system which carries gas at from five to 15 pounds pressure. We have never found evidence of any oil fog in our low pressure system, or in our meters. We do not know whether oil fogging is good protection or not.

We do know, however, that fogging lubricates our system. We know that we do not have any dust troubles. Whether or not we would have had any dust without oil fogging, we do not know.

We are oil fogging at the present time at two of our larger plants, where

we are sending out the maximum amount of gas throughout the year.

We did take the precaution of re-oiling our meter diaphragms when meters came in for repairs, which we think is a very good precaution. While we do get a little condensed oil in our meters, we cannot say that it is due to fogging.

Mr. Eck: We put in foggers when we switched over to natural gas. We have hot foggers at the mixer sets where we feed our ten-pound system and we have 30 or 40 cold foggers in regulator boxes scattered around the town. We have found that any fog in the ten-pound system will be completely removed by going through the regulators.

We had dust in some districts when we were on carburetted water gas, but we found that the oil fog would settle the dust. That is one reason why we think we should keep on with it.

We have found that the fog will travel as far as ten miles in a line where the gas has a fairly good velocity.

We humidify it right from the start. Our water gas of course resulted in a lot of drips, and we are still getting about the same amount of drip around town.

Along in the late fall or early winter, you have to shut off the steam, and it takes about a month to dry out the system. We dry it out about Christmas time when the frost gets down to the mains. Our mains are in the frost area, and if we kept the humidity up in the winter, with 65,000 heating jobs, with one-inch and inch-and-a-quarter services, we would have too much ice.

Odorize strongly

We also watch the ground temperatures and try to turn the steam on again as soon as the mains are above the frost area.

We also odorize. We tried most of the different odorants, but still are not able to find an odorant that will not be absorbed into the ground, especially in the winter.

We try to odorize just as strongly as we can, without getting too many nuisance leaks.

As far as controlling humidity is concerned, we have always worked on a temperature basis. Then add steam when necessary, paying no attention to humidity, as far as that controller is concerned. In other words, we just check the gas, and see what point we want,

setting perhaps a two-degree, 2½-degree or a three-degree rise. It is a very simple way to operate and still get complete control of humidity.

All of the trouble that you have is not from dirt in your manufactured gas system. A lot of rust and corruption comes from the natural gas line. The thing to do is never to take natural gas from a transmission line, without first having a good scrubber to clean the natural gas before it goes into your system. As we all know, we have enough dirt of our own, without adding to it.

Moderator: How about the treating of natural gas upon its receipt, for industrial purposes or otherwise?

Mr. Fraser: There is no question that the treating of natural gas as it is received will eliminate many potential difficulties in a system. All gas should be passed through oil scrubbers at the entrance to a city gate station. This treatment will remove dust and dirt which, if not taken out of the gas, will seriously cut regulator bodies and damage orifice meter equipment.

When gas is passed through oil scrubbers it will be wetted with oil and carry away a relatively small but appreciable amount of oil per unit of volume. The amount of oil picked up in the scrubbers will reduce the volume that later may be put in the gas by fogging apparatus. In Detroit natural gas has been completely hot oil fogged at the inlet to the city system from the time it was first received. Initially, approximately six gallons of oil per million were added. This amount was reduced in a relatively short time to four, three, and two gallons. At the end of about a year and a half the volume had been cut to approximately 1¼ gallons per million. It was noted that regardless of the volume of oil per unit volume put into the gas, the recovery within a ¼ of a mile of the fogging plant indicated the amount that stayed in the gas was practically a constant. It was determined that at the 1¼ gallon per million fogging rate, the best conditions were obtained. At this rate approximately 35 percent of the fogged oil drips out into the system almost immediately. Sixty-five percent of the oil is lost in the system. If the volume is reduced below the 1¼ gallon rate, the total volume of oil reclaimed appears to be about the same, but the amount which is carried by the gas

A.G.A. Executive Board holds December meeting



First meeting of the Association's Executive Board under President Hugh H. Cuthrell: (Seated, clockwise around the table) Dean H. Mitchell, Frank C. Smith, N. B. Bertolette, H. R. Cook, Jr., Carl A. Schlegel, George F. Mitchell, Hugh H. Cuthrell, H. Carl Wolf, D. P. Hartson, J. French Robinson, F. A. Lydecker, Henry Fink, Harry K. Wrench, Edward F. Barrett; (standing, left

to right) Kurwin R. Boyes, George H. Smith, John W. West, Jr., E. H. Eacker, John Van Norden, Carl H. Lekberg, C. E. Bennett, Ernest G. Campbell, C. H. Zachry, H. Preston Morehouse, Edward G. Boyer, Charles G. Young, Paul R. Taylor, John H. W. Roper, H. Leigh Whitelaw, Stanley H. Hobson, Francis T. Carmody, counsel, Richard H. Lewis, John L. Haley, L. B. Bonnett

into the system is reduced.

Tests for oil fog in the gas in high pressure distribution lines indicate the presence of oil in the gas at distances approximately 30 miles from the fogging station. When oil fogging was first started, tests showed negative at points relatively near the fogging station. However, after four to five years, the oil finally reached the terminals of the systems. It has been indicated quite conclusively that oil fog will travel long distances after the main walls have become wet with deposited oil fog. It can be assumed that after the pipe walls are wet, oil fog will travel almost any distance.

Oil drippage is seldom found in low pressure systems and there is practically no accumulation found in customer meters. However, close scrutiny of a meter will show a film of oil on the valves and plates which indicates that the gas has some oil content.

In the Detroit system tests are periodically run to determine the oil fog content of gas at the terminals of the various systems and at main centers of distribution throughout the city. At these points a fairly constant percentage of oil fog is noted. In the low pressure system the fog content can not be identified; however, there must be oil carried in the gas.

Certain oils, if used for fogging

operations, will without question cause gum troubles in a distribution system. At one time some years ago, a low grade oil was used for fogging and within a very few weeks time solid gum formations, more or less like stalactites, were noticed hanging from the valves of all district governors in the fogged gas area.

Gas enters the Detroit city system at approximately 90 to 95 pounds and at the city gate station this pressure is reduced to as low as ten pounds or as high as 60 depending upon the requirements of the system in question. All gas sent out is humidified to 100 percent at line temperature and pressure, regardless of the existing pressure.

Thermostatically controlled steam injection is used for humidifying the gas. Some small amount of drippage occurs at the immediate outlet of the plant, but as soon as the gas starts to expand due to loss of pressure, drippage of water from the gas can no longer be noted. The average relative humidity of the gas at the customers' meters in the inch pressure systems varies between 30 and 55 percent depending upon the time of the year and the initial pressure of the gas.

Moderator: Mr. Fraser mentioned a little while ago, I believe, something about conditioning their meters, prior to the distribution of natural gas. I

think that Mr. Eck had a situation which was the reverse of that.

Mr. Eck: Prior to going to a natural gas blue-gas mixture, we had been using a high volatile oil from Texas which made quite a bit of gum. We had the tar removed, but we did have a considerable amount of gum, and of course, a certain amount of drip.

After going to natural gas, we started out to change our meters. We found that the diaphragms were softened up as the drip oil evaporated and left the gum, then they got hard and cracked. In about a five-year period we had to re-diaphragm any meters that had been on manufactured gas, or put in new meters.

On water gas, at times, we found bleached diaphragms. Fog oil will oil your diaphragms. For about the first year it was quite obvious, on opening the meters, that there was new oil in the meters; but since all of the meters have been either changed or re-diaphragmed, we feel that changing every ten years is about as it should be, even on natural gas.

One other thing, as to fog oil: A light fog oil will generally evaporate. We find that in using hot oil, diluted with kerosene, due to the low boiling point in the oil, it will evaporate; even though it looks like lubricating oil, it will still evaporate. (Continued on next page)

Moderator: What has been the experience, so far as the meter change requirement of a certain number of years is concerned, in the states where natural gas is predominant?

Mr. Mix: During the war we were able to get some experience on more than the seven year meters, which the old Illinois Commerce Commission had set up as our age change period.

Due to the fact that our meter accuracy had increased, going from 78 percent prior to natural gas to around 88 percent after, and the fact that we could show that the ten-year life was just about as good as the seven-year life, the Illinois Commerce Commission established a ten-year age change period throughout the state.

One further word about our experience with odorization. We have gone through the entire odorizer gamut, trying everything possible with respect to the odorization of gas. When we started back in 1931 and went from a carburetted and coke-oven gas mixture to a 50 percent natural and coke oven gas mixture, we started out using some oil forerunnings mixed with Calodorant in a ratio of about one gallon of Calodorant to about four gallons of forerunnings. We used about three and a half gallons of this mixture per million feet of natural gas. We got along pretty well, until one day we had a little fire when we opened up a meter-run. At that time we discontinued using forerunnings, which had considerable sulfur in them, and went to straight Calodorant.

In recent years a law was passed in Illinois which prescribes that any gas going into any public building, or any school, has to be odorized. Following this, we started odorizing all of the natural gas at Joliet. We use Captan, at the rate of .9 pounds per million cubic feet of natural gas.

Due to the fact that, in the reforming process when we put natural gas through a gas machine it kills all of the odorant, we odorize reformed-natural gas mixtures at the rate of 1 1/2 gallons per million cubic feet of natural gas. When we use modified gas, we odorize that at the rate of .7 gallons per million feet.

As for humidification prior to our changeover, we were sending out a saturated gas at about five pounds pressure, which, when it went through our regulators, would become about 75 percent saturated, so that our main

system prior to the changeover was partially dry. We would get completely saturated gas due to ground temperatures in our low pressure distribution system only in the winter.

When we included in our sendout a mixture of carburetted water gas and natural gas, we humidified it at the start for a short time. We were making 280 Btu water gas and sending it out mixed with natural. Consequently, the large predominance of natural gas made it practically dry, requiring humidification. Even then, we found that we were knocking out that water within about two miles of the plant. When we started reforming gas we stopped the humidification.

However, we do have after-coolers at our two principal stations, and carry the temperature of the gas at our coolers to a point where the dew point of the gas will be just below that caused by the ground temperature so that we do not have to pump any more drip water out on the system than is absolutely necessary.

Moderator: What has been the experience, in the receipt of natural gas, so far as minimum sulfur content is concerned?

Sulfur experience

Mr. Noyes: We do not find any sulfur in our gas, so we do not have any difficulty along that line.

Mr. Fraser: Minimum sulfur requirements are stated in practically all gas contracts. However, to date hydrogen sulfide has been proven to be absent in the gas and the percentage of mercaptan sulfur is low in the order of 3/10 grain in 100 cubic feet. If there is any appreciable amount of sulfur in the gas, trouble will be experienced with corrosion at pumping stations before its presence will be noted in the city distribution systems. It is therefore unlikely that the pipeline companies will allow any appreciable amount of sulfur to remain in transmission gas.

Moderator: What has been your experience with regard to the maintenance and operation of low pressure holders of natural gas?

Mr. Noyes: In Washington, we have a holder capacity of approximately 30 million cubic feet.

We are utilizing our storage holders for peak shaving purposes, during the cold winter months. We shave the

peaks during the day, during the period of maximum hour demand, to keep from drawing down the main transmission lines to too great a degree.

As far as operation and maintenance are concerned, we have not noticed any particular change from the situation prior to the changeover, the only difference being that the holders are operated to supply gas throughout the system for a period of several hours per day, to shave the peak hours.

Mr. Mix: In Chicago, we have 100 million feet of gas storage capacity, of which 20 million is utilized to store coke oven gas. That leaves about 80 million total capacity, or about 75 million working capacity to provide for peak loads.

We operate natural gas lines on practically a 100 percent load factor every hour. We find that 67 percent of our send-out occurs in the first 12 hours of our maximum day, so we have to pull out of our holders, 17 percent of the send-out gas during that period. We anticipate a maximum day of 305 million this winter, which means that we have got to pull 52 million out of our holders, which will leave about 23 million feet in about 16 holders.

At the present time we are building another waterless gas holder with a capacity of ten million cubic feet, to partially replace one of our large holders which will probably be taken out of commission within the next three or four years. During the war, we lost a 20 million cubic foot holder, and find now that we are running a little short on holder capacity.

Moderator: What about total "unaccounted-for"? What has been your experience with regard to the relationship between your total unaccounted-for prior to natural gas, and after natural gas?

Mr. Mix: Prior to the changeover our unaccounted-for ranged around six percent. When we went to 800 Btu standard our send-out was cut down about 40 or 50 percent, and our unaccounted-for rose.

At the present time our unaccounted-for is about .78 percent.

Mr. Fraser: In the Detroit system the unaccounted-for gas volume is not materially different from that experienced during the period when manufactured gas was distributed. A system that is in good condition will allow approximately the same volumetric leakage with natural gas as with manufactured

gas. Remember, however, that with natural gas the thermal leakage due to the higher Btu value of the gas will be approximately double that of a manufactured gas system in which the same volumetric amount of gas is being lost.

Mr. Noyes: Our Washington experience, I think, has been the same as that of any other company which converts to natural gas, namely, that you must expect an increase in your unaccounted-for gas.

Prior to our changeover, our unaccounted-for ran anywhere from two to three and a half percent each year, depending upon a number of factors. After the changeover, it increased to approximately six percent. Some of that was due to increased main leakage. On the other hand, a substantial portion of it was due to the fact that the unaccounted-for gas in therms must increase, because after the changeover, lost gas has a higher heating value.

Another reason why our unaccounted-for has increased in Washington has been due to the fact that billing on a therm rate does not always reflect the actual Btu of the gas because of the necessity for simplified billing procedure.

In connection with the leakage prob-

lem, we have noticed some drying-out of the joints, particularly in cast iron mains which have lead joints. Those mains are relatively a small part of our system. We are at the present time engaged in a program whereby we are using a commercial preparation to seal them against further leakage. We are getting extremely satisfactory results because our unaccounted-for is decreasing.

Savannah restoration

(Continued from page 13)

on the Wonderflame Room is the Trustees Garden Room, seating 100 persons, which is available free of charge to local women's groups and for assemblies of all types.

The Wonderflame Room is the setting each week day for the broadcast of the gas company's "Cinderella Week-End" radio program. The winning "Cinderella" each week receives as a prize a free week-end in New York for two. The combination of the new demonstration room, opened last fall; the radio program, and daily home service demonstrations, have Savannah women thronging to the Trustees Garden Village in in-

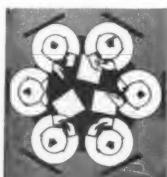
creasing numbers.

The Savannah Art Club will occupy another Trustees Garden Village building when its renovation is completed in the near future, and another structure will house the Savannah Camera Club. Mr. and Mrs. Hillyer became so intrigued by the results that they disposed of their town house and have taken up residence in a spacious apartment in one of the restored residences.

"From a low class slum to a high-class residential area in three years," is the way one realtor describes the project.

However, two buildings remain unchanged. The Herb House, built in 1734, still stands as it did when it housed the tools and rare herbs of the original garden; and the Pirates House, a house museum recognized by American Museum Society, remains a perfectly preserved example of the water-front tavern of roistering sailing days.

With the towering holders of the gas plant in the background as symbols of twentieth century industrial America, the Trustees Garden Village recalls the rich history and tradition of a colonial America when Indian tribes bivouacked on the river bank nearby.



Industrial relations round-table

Prepared by

A. G. A. Personnel Committee

● According to a recent ruling of United States Supreme Court, the seniority rights granted to veterans by Section 8 of the 1940 Draft Law do not terminate at the end of the first year of reemployment. The Supreme Court made this decision in the cases of two employees of Louisville and Nashville Railroad Company. The decision stated that the seniority status of a veteran, "secured by this statutory wording continues beyond the first year of his reemployment, subject to the advantages and limitations applicable to the other employees."

● The Bureau of Labor Statistics, Department of Labor, has undertaken the job of revising the Consumers' Price Index. The Index has been computed on the basis of the buying habits of moderate income families in large cities as determined in the 1934-36 survey. Since there have been marked changes in wages, prices and buying habits, the Index will be modernized to reflect these changes.

The Bureau is studying rents first. The present index for rents is too low due to the fact that it measures changes in rents for

identical rental units and doesn't take into consideration the new and higher priced units which have been made available in recent years. It is anticipated that the rent index will be revised sometime after the middle of 1950 to reflect the findings of that survey.

Ewan Claque, Commissioner of Labor Statistics, has indicated that the changes in the Index will be made in such a way that union contracts using the Index will not be invalidated. The revision in the Index is expected to require about three years to complete.

● As part of a guide prepared for local unions, CIO's Utility Workers Union of America has adopted the following pension goals:

"Retirement at 65 years of age with earlier retirement permitted at a reduced pension formula.

"A two percent plan multiplied by the years of service. This plan to be figured on the highest five-year average of the last ten years of service.

"The plan is to be paid entirely by the employer and is to be exclusive of any Social Security benefits.

"A \$75 a month minimum guarantee for all employees with 20 or more years of service.

"A disability clause that provides for \$100 a month minimum payment to all qualified employees who are forced to retire prior to 65 years of age because of disability. This \$100 minimum payment to revert to \$75 when the employee reaches 65 and becomes eligible for Social Security benefits."

The union does not think that pension plans should give all workers the same benefits because it believes that the amount of pensions should vary according to the standard of living of the employee before retirement. The union favors noncontributory pension plans, particularly among utilities, because it feels that such companies can pass along the cost to the consumer through the help of the rate-regulating agencies by adjusting rates.

● A practical interpretation of the technical subjects of reflexes, urges and incentives of employees is provided by the article written by Donald A. Laird, "Motivation For Morale," which appears in the November issue of Personnel Journal. Dr. Laird is well known for his non-technical presentations of psychological topics. This article is an excellent example of such an approach.



Mayor of New York speaking at gas company ceremony last August. In background is control valve used to bring first natural gas to Metropolitan area

Natural gas meets the public

By RICHARD A. PLATA

*Assistant Sales Manager and
Director of Public Relations
New York and Richmond Gas Co.
Stapleton, Staten Island*

● New York and Richmond Gas Co., serving the Borough of Richmond (Staten Island) in New York City with gas service for nearly 100 years, was the first company in Metropolitan New York to receive natural gas from the Gulf Coast fields of Texas. Because of the company's size, it was decided in the early days of negotiations with pipeline suppliers that economics would dictate that the company convert its system from 100 percent manufactured gas to 100 percent natural gas.

The public relations problems involved in this complete conversion should be valuable to other companies contemplating similar changeovers but may differ in some respects from problems faced by utilities anticipating the distribution of a mixed gas. Use of "pride" as a theme is a healthy sign at a time when the gas industry is searching for new means of community service.

When planning its over-all conversion from manufactured gas to natural gas, New York and Richmond Gas Company was faced with a major public relations problem—the end of a 100-year era of manufactured gas operations and the introduction of natural gas which transmission economics made available for public acceptance in the Twentieth Century.

Because the operation involved physical changes in every one of the 300,000 burners used by the company's 39,000 customers, the emphasis in the public relations project was placed on the consumer field—present and potential. Realizing that these physical changes, as well as engineering requirements in the community itself, might be considered annoyances by customers, the company based its public relations approach to natural gas on a theme of "pride"—pride that New York and Richmond was seeking to bring this *modern* fuel to Staten Island, pride that the company could offer its customers a *safer, and more efficient* product, and pride that a small borough of a large city like New York should be the first area within that

city to receive natural gas.

The company's initial publicity releases before natural gas actually was introduced on Staten Island, were issued with a two-fold purpose: (1) To point up the advantages of natural gas so as to build up consumer demand for the new fuel, and (2) to achieve maximum impact with a local announcement rather than risk secondary impact on the heels of an official release that many companies had made successful application for natural gas facilities.

Stressing advantages, the initial releases pointed out that natural gas might create savings which would postpone the day of higher rates or would lower rates to consumers as it would make available for other uses much of the fuel oil, coal and coke required by the company for manufactured gas. Natural gas, it was pointed out, would make house heating and space heating available to a heavy backlog of consumers and potential customers.

Since these releases and others which followed, were for lay consumption, technical aspects such as the higher Btu content of natural gas were ignored in

favor of simplified statements of the company's daily production of manufactured gas, measured in cubic feet, as compared with the much larger quantity of natural gas (in cubic feet) which was anticipated daily via the pipelines to the Southwest.

During the following few months, New York and Richmond marked time publicity-wise, permitting the natural gas spotlight to remain on the national capital, where FPC was weighing various proposals by pipeline operators to push natural gas into the New York City area.

With FPC approval of New York City service by Texas Eastern Transmission Corp., New York and Richmond again put its public relations program into action, telling the public that it was ready for immediate conversion on

Staten Island and announcing that it had asked the state Public Service Commission for approval of the company's conversion project.

Pending PSC action on the application, the company readied a release to daily newspapers in which it outlined its plans. Once the Public Service Commission's approval on the application was announced, the company was able to sketch its plans in a series of newspaper releases and advertisements in its market area.

With stress on the fact that the actual conversion was to be handled by a skilled contracting organization, the company sought to explain its plans in simple A-B-C fashion:

(1) To divide its market area into a series of 25 numbered districts.

(2) To establish, and publish via

newspaper releases and advertisements, definite dates on which conversion crews would be at work in each area.

(3) To announce regularly, via newspaper releases and advertisements, the progress of the conversion crews.

Linked with this use of newspaper releases and advertisements was a direct-mail program in two parts: (1) A letter from John Kohout, company president, to *every* customer, explaining the proposed conversion to natural gas, and (2) a brochure mailed to *every* customer in each district about ten days before the conversion work was due to start in that district.

As a final educational measure, handbills were distributed from door to door in each district two days before the conversion work in that district. These handbills again (*Continued on page 46*)



NEW YORK AND RICHMOND
gas Company

This letter explaining proposed conversion to natural gas was mailed by the utility's president to every customer on New York and Richmond Gas Co. lines

Project groups preparing for spring conference and 1950 convention

Accounting plans start rolling

If early starts are an augur of success, the Accounting Section is in for a whale of a year. Chairman John H. W. Roper, Washington Gas Light Co., Washington, D. C., began developing his organization way back at the beginning of the summer, and under his direction the major committees laid their plans for the year's activities so that the "getaway" was all completed and the Section was in "high gear" by the close of the Chicago convention.

Two important goals have been set. Certain project committees have been constituted jointly with parallel committees of the Accounting Division of Edison Electric Institute in preparation for the Annual National Conference of Electric and Gas Utility Accountants to be held at the Brown Hotel in Louisville, Ky., April 17-19, 1950. Other committees are working on projects designed for completion in anticipation of the 1950 A.G.A. convention.

The team that will work behind the chairman, includes Vice-Chairman Alan A. Cullman, B. S. Rodey, Jr., coordinator of General Accounting Activities, and E. R. Eberle, coordinator of Customer Accounting Activities.

Prior to his election as vice-chairman, Mr. Cullman, Columbia Engineering Corp., New York, N. Y., was active in the Section for a number of years, having previously served as chairman or member of a number of committees and as coordinator of General Activities. In addition to generally assisting Chairman Roper, he will also serve as chairman of the Editorial Committee, the Advisory Planning Committee, and the Subcommittee on Accounting for Underground Gas Storage.

Coordinator "Barney" Rodey, Consolidated Edison Co. of New York, Inc., brings to his work as General



John H. W. Roper, Section chairman, has helped accounting committees get off to an early start



Alan A. Cullman, Section vice-chairman, will be active in 1950 on three committee groups

Accounting Activities coordinator, a long and distinguished record in Association activities, including service as last year's chairman of the Taxation Accounting Committee. Mr. Rodey is co-author of a reference and text book on public utility accounting shortly to be published under the joint sponsorship of American Gas Association and Edison Electric Institute.

Work of the General Accounting Activities Group will be carried out by four major committees: General Accounting Committee, Stewart P. Osborn, Texas Eastern Transmission Corp., Shreveport, La., chairman; Materials and Supplies Committee, L. Glen Wiseley, Michigan Consolidated Gas Co., Detroit, chairman; Property Records Committee, H. Frank Carey, Long Island Lighting Co., Mineola, chairman; and Taxation Accounting Committee, Henry W. Ziethen, The Peoples Gas Light and Coke Co., Chicago, chairman.

Projects of the General Activities Group will include the following:

General Accounting Committee—Subcommittee on Small Utilities, Cost Reduction Through Systems and Methods Work, Internal Auditing, Preservation and Destruction of Records, Capitalization of Overheads, Budgeting and Forecasting.

Materials and Supplies Committee—Standard Packaging, Material Handling—Warehouse Design—Handling Equipment, Factors Initiating Purchase Requisitions, Stores Problems.

Property Records Committee—Cycle Checking or Field Verification of Property Units, Simplification of Records and Field Accounting, Aspects of Betterment Accounting, Work Order Procedure for Inside Plant.

Taxation Accounting Committee—To continue the study of Section 722 Claims and other problems.

Coming to the position of coordinator of the Customer Activities Group with a reputation as a capable and energetic worker in committee work and as a former chairman, Ac-

counting Employee Relations Committee, "Ed" Eberle, Public Service Electric and Gas Co., Newark, N. J., is supervising a well-rounded program to be carried out by the three major committees of this group: Customer Accounting Committee, Chairman G. E. Curtis, Boston Consolidated Gas Co., Boston, chairman; Customer Collections Committee, O. B. Cook, Battle Creek Gas Co., Battle Creek, Mich., chairman; Customer Relations Committee, W. S. Frick, The East Ohio Gas Co., Cleveland, chairman.

These committees have already selected and are working on the following projects:

Customer Accounting Committee—Permanent Customer Account Numbers, Billing Industrial Accounts, "The Question Box" (A panel of "experts" at a luncheon meeting at the Spring Accounting Conference who will discuss any question for consideration. To explore untried ideas as to economy, practicability, and acceptance by the customer), System Directory, Utilization of Spare Time, Reconciliation of Meters Billed.

Customer Collections Committee—Changes in Credit and Collection Practices, A panel discussion on the subjects: Customer History File, Collection Agencies, and Use of Collectors.

Customer Relations Committee—Customer Relations Evaluated, Customer Relations Training, Customer Irritations and Their Cures (to develop a training program for employees who meet the public. The efficacy and the place in which manuals and films fit in such programs will be studied).

Accounting Employee Relations Committee—Aptitude Tests for Accounting Clerical Workers.

The Accounting Employee Relations Committee, working jointly with both General Accounting Activities and Customer Activities Groups, is planning an ambitious program under the chairmanship of W. A. Kelly, Consolidated Gas Electric Light and Power Co. of Baltimore. W. D. Sweetman, The Peoples Gas Light and Coke Co., Chicago, is assisting as vice-chairman. The committee's principal project, to be presented at the general session of the spring conference will cover aptitude tests for accounting clerical workers.

The outline of the Section's planned activities during the next association

Customer Activities Group



E. R. EBERLE
Coordinator, Customer Activities Group



G. E. CURTIS
Chairman, Customer Accounting Committee



O. B. COOK
Chairman, Customer Collections Committee



W. S. FRICK
Chairman, Customer Relations Committee

General Activities Group



B. S. RODEY, JR.
Coordinator, General Activities Group



S. B. OSBORN
Chairman, General Accounting Committee



L. G. WISELEY
Chairman, Materials & Supplies Committee



H. F. CAREY
Chairman, Property Records Committee



H. W. ZIETHEN
Chairman, Taxation Accounting Committee

Accounting Employee Relations Committee



W. A. KELLY
Chairman



W. D. SWEETMAN
Vice-Chairman

TRULY, ours is a great industry. With the sales curve soaring, new extensions and customers, old customers increasing their demands, plant building rapidly, and much new money to be raised, the industry's accountants have been and are facing a challenge. Our problems multiply and become more complex and the opportunity to profit by the other fellow's experience has never been greater. We are fortunate in having a well-organized Accounting Section, built over the years by the efforts of many, to provide machinery for joint endeavor in studying and resolving some of our more formidable problems.

The Section is geared this year for a maximum effort. We have outstanding talent on our committees and expect excellent results. The spring conference and fall convention should prove to be well worthwhile for all who attend, not only in the planned program, but also for the opportunity to exchange ideas with the other fellow. I know of no better vehicle than these meetings to prove the truth of the old Chinese proverb which tells us that "If you and I exchange dollars we will still each have one dollar but if we exchange ideas we will then each have two ideas."

—J. H. W. Roper.

year is necessarily a sketchy one, limited as it is to the titles of projects. A ringside seat at the conference tables where the planning was done was assurance that the scope contemplated should prove broad enough to satisfy the most exacting palates, while the enthusiasm displayed and the talent to be employed forecast a thorough-going exploration of each problem.

In addition to the work of the standing committees, several special committees will be operating during the year. The Compendium Committee, Ralph F. McGlone, The East Ohio Gas Co., Cleveland, chairman, will continue its work of preparing a bibliography and summary of papers and reports developed by the Accounting Section in past years. A committee under the chairmanship of W. G. Pilgrim, The Peoples Gas Light and Coke Co., will continue its efforts to develop a standard system of letter symbols for use in mathematical depreciation analyses. The Committee on Accounting for Underground Storage of Natural Gas will continue its work in connection with revisions of the Natural Gas Classification of Accounts.

The Section looks forward to an outstanding year with John H. W. Roper pitching the strikes and a flock of home run batters to support him.

'50 PAR campaign

(Continued from page 5)

ties, four coordinated industry-wide advertising and promotional campaigns will be conducted on gas cooking, refrigeration, water heating and clothes drying. Two promotions will be held on gas house heating, air conditioning, incineration, and commercial cooking. Long-range planning and coordination are expected to result in a still higher

promotional level than that attained last year.

In order to keep the nation supplied with the most modern domestic gas cooking appliances, the PAR Committee has planned for the first time a special field investigation of experimental automatic range ignition devices. A total of \$12,000 has been allotted for the study.

Miscellaneous and administrative expenses for the PAR Plan in 1950 are estimated at \$27,500, substantially the same amount as was required in 1949.

Everett J. Boothby, president, Washington Gas Light Co., Washington, D. C., has been elected chairman of the PAR Committee for 1950. Mr. Boothby is a past-president and former director of American Gas Association, a former vice-chairman of the PAR Committee, and is currently a member, A. G. A. Advisory Council. Reelected vice-chairman of the 22-man PAR Committee is another well-known executive, Stuart M. Crocker, president, The Columbia Gas System, Inc., New York, N. Y.

Promotional activities will be directed by Frank C. Smith, president, Houston Natural Gas Corp., Houston, Texas, as new chairman of the General Promotional Planning Committee. Mr. Smith is now serving as a director of A. G. A. E. P. Noppel, vice-president, Ebasco Services Inc., New York, N. Y., will continue to supervise the industry's research enterprises as chairman of the Association's General Research Planning Committee. Mr. Noppel was formerly a director of the Association and is currently a member of the Advisory Council.

Direct supervision of different phases of promotion will be headed by a hard-working team composed of: J. J. Quinn, chairman, National Advertising Committee; H. Preston Morehouse, chairman, Residential Gas Section; D. W.

Reeves, chairman, Industrial and Commercial Gas Section; and R. G. Barnett, chairman, Publicity and Advertising Committee.

Selected as "team captains" in the research field are: Elmer F. Schmidt, chairman, Technical and Research Committee; Edward G. Boyer, chairman, Gas Production Research Committee; R. J. Rutherford, chairman, Committee on Domestic Gas Research, and L. T. Potter, chairman, Committee on Industrial and Commercial Gas Research.

This impressive line-up of executives and supporting committees is primed to advance still further one of the most successful cooperative efforts undertaken by any industry in the country.

Commercial gas load

(Continued from page 8)

Certainly we have much to offer on both of these counts. You have the know-how for helping restaurants to lay out kitchens that can save time, labor and money. You can maintain this equipment at peak efficiency. Perhaps more indirectly, but nevertheless important, you can help operators to increase patronage by helping them keep their food production equipment working smoothly and turning out the best possible products; by suggesting and cooperating in promotional and merchandising programs.

These suggestions show how you could provide even better service to customers: Make sure that small town companies are alert; watch new construction reports; keep complete maintenance records; set up regular maintenance systems and cooperate to help train the restaurant maintenance man; institute a warranty system; broaden your merchandising and promotion horizons.

Remember, your business is dependent upon the rise or fall of your industry. If you work to help your associates here and your customers out there—you're bound to profit.

Success story

There isn't a better way to convince foreign people of the success of the American way of life than to put in their hands copies of American house organs. . . . One of the best ways of encouraging freedom abroad is to do an aggressive job of encouraging your employees to write to their relatives and friends overseas—Bartow H. Underhill, U. S. Office of International Information.

Gas exhibit proves manufacturers are well equipped to serve nation's hotels

Hotel men view new gas models

a PAR activity

Manufacturers of commercial gas cooking equipment are well prepared to assist in major improvements which the nation's hotels are planning for 1950. This fact was dramatically emphasized at the 1949 National Hotel Exposition in Grand Central Palace, New York, November 7-11. The show was attended by an all-time record of 132,000 visitors.

Trends in the hotel field were confirmed by many of the cooperating manufacturers in American Gas Association's large combined exhibit. The display was located on the entrance aisle under a large banner "World's Finest Cooking Equipment Display." Stretching along the side wall in full view of visitors was a 110-foot sign announcing that "Ultra Modern Cooking Equipment Uses Gas, the Proven Fuel."

One side of the A. G. A. exhibit included, in order of their appearance, displays of Cleveland Range steam cookers; Vulcan-Hart ranges, bake ovens, griddles and fryers; Savory toasters; Magic Chef hotel and restaurant ranges, bake ovens and a new fryer; Robertshaw-Ful-

ton controls; Blodgett oven and Pyra-stove; the Garland heavy duty line; and Pitco's new A. G. A.-approved Fri-a-lator. Coming back along the other side of the aisle were: Groen's stock kettles; MagiKitch'n counter broilers, griddles and coffee makers; the A. G. A. lounge; Anetsberger fryers; a dishwasher by Kewanee; A. O. Smith's two-temperature water heater; and dry food warmers by Duke.

In addition to manufacturers that have been exhibiting with A. G. A. for many years, there were two newcomers to the combined exhibit this year. One was A. O. Smith Corporation which had an interesting display of a gas water heater connected to a storage tank, illustrating how a single heater can supply both 140° F and 180° F water for a dishwasher. Also exhibiting for the first time with A. G. A. was Kewanee Industrial Washer Corporation which showed a self-contained gas-fired immersion type dishwasher. The two tanks have automatic thermostats with indicators for 140° F wash water and 180° F rinse, the gas burners maintaining the proper temperatures.

New plastic mechanical blue flames on modernistic standards were located at strategic points throughout the gas area. Their continued use during the past few years has served as a prominent beacon wherever gas equipment is displayed.

Another highlight of Hotel Show Week was a meeting of the Association's Food Service Equipment Committee to discuss plans for the proposed National Sales Campaign on heavy duty cooking equipment. The committee, headed by its chairman, E. V. Fineran, Washington Gas Light Co., Washington, D. C., decided to hold the campaign during the fall months in order to provide time for organizing a strong effort among utilities, manufacturers and dealers.

A meeting of the Joint A.G.A.-FSEI-GAMA Committee on Dealer Cooperation, held the same week, disclosed that the campaign will be conducted along the lines of the highly successful Old Stove Round Up. The drive will be so patterned that everyone participating, gas companies, manufacturers, dealers, and consumers, will profit.

A general outline of the campaign



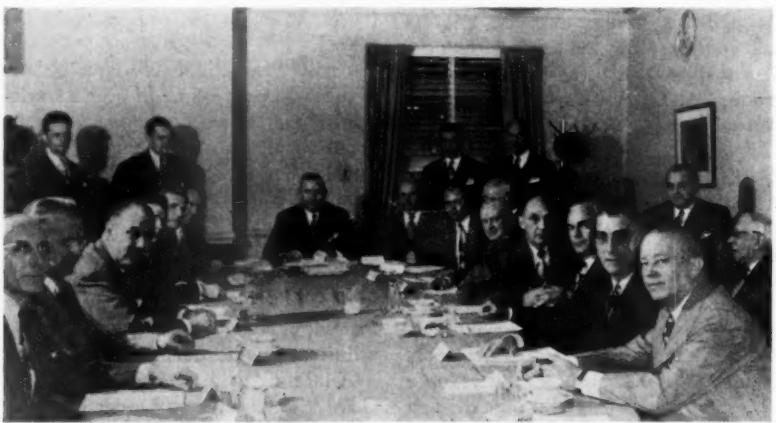
New plastic flames mounted on modernistic pylons flanked the individual company display sections in A.G.A. combined exhibit during the Hotel Show



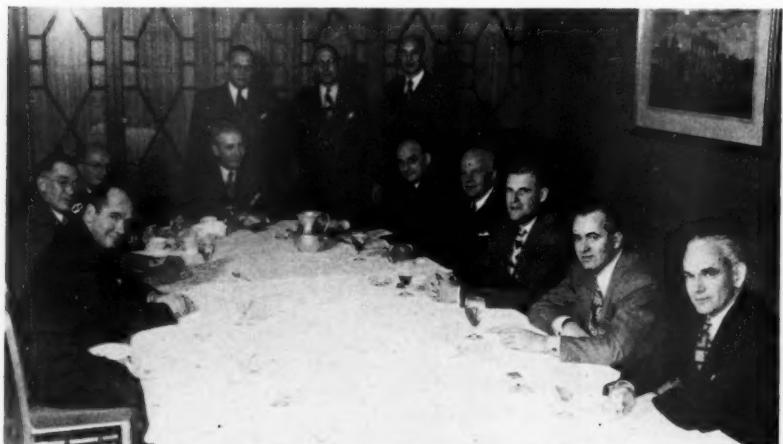
Lewis Barry, A.G.A. display builder, directing setting of the last piece to complete the background for combined exhibit of commercial gas equipment



Head table guests at the Section's second annual Commercial Gas Breakfast which was held during Hotel Show week: (Left to right) E. J. Horton, Robertshaw-Fulton Controls Co.; J. S. Fassett, American Hotel Association; Donald B. Gridley, Chicago, guest speaker; E. V. Fineran, Washington Gas Light Co., chairman; Mark A. Thompson, president, FSEI Inc., Boston; H. Carl Wolf, A. G. A.



A. G. A. Food Service Equipment Committee meeting at Hotel Roosevelt in New York: (Clockwise around the table) M. L. Bradway, Springfield, Mass.; E. S. Finnegan, Paterson, N. J.; J. V. Hall, Hammond, Ind.; A. M. Bornhofen, Northbrook, Ill.; J. J. Condon, Chicago; J. J. Bourke, A. G. A.; E. V. Fineran, Washington, D. C., chairman; J. M. Johnson, St. Louis, Mo.; Paul C. Grimes, New York, N. Y.; W. H. Frick, St. Louis, Mo.; E. J. Horton, Youngwood, Pa.; M. H. Douglas, New York, N. Y.; L. E. Clancy, Detroit; J. T. Heilig, Newark, N. J.; C. C. Hanthorn, Philadelphia; (standing, left to right) R. E. Regan, G. A. Seale, New York, N. Y.; Ray G. Juergens, Cleveland; M. A. Combs, A. G. A.; Joe Gabris, New York, N. Y., and J. C. Pitman, Lynn, Mass. Heavy duty cooking promotion was discussed



Joint A.G.A.-FSEI-GAMA Committee on Dealer Cooperation meeting in New York: (Clockwise around the table) J. J. Bourke, A. G. A.; Mark A. Thompson, president, Food Service Equipment Industry, Inc.; M. A. Combs, A. G. A.; E. V. Fineran, chairman; I. S. Anoff, Chicago; S. R. Sperans, New York; J. J. Condon, Chicago; Paul C. Grimes, New York; L. E. Clancy, Detroit; (standing, left to right) H. Ruslander, Buffalo; M. L. Bradway, Springfield, Mass., and M. H. Douglas, New York

was presented by Mr. Fineran during Hotel Show Week at the semi-annual meeting of the Food Service Equipment Industry, Inc. Revealing that the new drive will be conducted during September, October and November 1950, Mr. Fineran discussed experiences of his company in campaigns before the war. The following points were considered:

Sale of only high-grade modern gas commercial cooking equipment; trade-in of equipment using competitive sources of energy; trade-in of worn out and obsolete equipment; deferred payment plans with low down payments and long terms; assistance to and training of salesmen; incentives for active participation of dealer houses and dealer salesmen; incentives for utility field representatives to assist dealer houses and dealer salesmen; incentives for leads furnished by other utility company employees.

It may not be advisable to include all the features of the Washington campaigns in the A. G. A. sponsored National Sales Campaign, Mr. Fineran declared. In any event, plans for the operation will be offered to member gas companies which will select all or parts of the program for their use. Experience has shown, he added, that national campaigns conducted on the local level have been very successful and of great benefit to dealers.

Another sidelight of Hotel Show Week was the second annual Commercial Gas Breakfast for editors of publications in the volume food service field. The event was sponsored by A. G. A. and attended by commercial gas men and manufacturers of commercial cooking equipment.

As guest speaker, Donald B. Gridley, assistant business manager, Patterson Publishing Co., publishers of American Restaurant Magazine and American Hotel Magazine, produced ideas to help commercial gas men keep in closer touch with commercial cooking developments in their territories and also made down-to-earth suggestions to help push the sale of commercial cooking equipment. His advice was to: Make sure that small town companies are alert; watch new construction reports; set up regular maintenance systems and cooperate to help train the restaurant maintenance man; institute a warranty system; broaden merchandising and promotion horizons. (Mr. Gridley's talk is reprinted on page 7.)

A.G.A. spring sales conference slated for St. Louis

Industrial and commercial gas men will be brought up-to-date on latest developments and planning at the three-day 1950 A. G. A. Sales Conference on Industrial and Commercial Gas to be held at the Hotel Chase in St. Louis, Mo., April 4-6. The meeting in reality will provide two two-day conferences with an overlapping general session. Straight industrial or commercial gas men thus will be able to select the two days covering their special interests.

This year, the first day (Tuesday) will be devoted to industrial gas subjects. Wednesday will feature the general session and the traditional formal luncheon, while commercial gas day will be held on Thursday.

A tentative program built around the most vital industrial and commercial gas subjects was selected at a recent meeting of the Programs and Papers Committee, Leon Ourusoff, Washington Gas Light Company (Washington, D. C.), chairman. The introduction or planned introduction of natural gas into many localities will be covered by an address reporting utilization problems to be faced in converting from manufactured gas to natural, mixed or reformed natural gas.

Other subjects to be included at the general session are: a presentation entitled "An Ad Is Born" showing the various elements involved in the production of A. G. A. national advertisements on industrial and commercial gas; an address on salesmanship covering the auxiliary sales helps that can be given by the serviceman, the proper handling of incoming telephone inquiries, and other aids that help the gas company representative to sell the customer. A provocative title, "Gas Has Got It—Or Has It?" has tentatively been selected for the address of an outside speaker who will tell what the commercial gas user thinks of gas for commercial cooking. A progress report on industrial and commercial gas research will cover this important phase of the PAR program. The ever-important subject of gas v. electric competition will be discussed with attention to counter appliances.

Other subjects in the broad commercial field will be: good dealer relations; water heating; the neighborhood baker story; a review and forecast of commercial air conditioning; a report on the comparative fuel story from the A. G. A. general committee on this subject, and a presentation of (*Continued on page 38*)



Section's Programs and Papers Committee at A. G. A. headquarters: (Clockwise around the table) E. L. Stauffer, Easton, Pa.; H. A. Sutton, Newark, N. J.; Allan F. Burns, Little Rock, Ark.; M. A. Combs, A. G. A.; Leon Ourusoff, Washington, D. C., chairman; M. H. Douglas, H. O. Andrew, New York, N. Y.; Hale A. Clark, Detroit; Carl H. Lekberg, Hammond, Ind., vice-chairman, Industrial & Commercial Section

Baking industry shows resumed



All-gas exhibit at recent Los Angeles County Fair demonstrating the various steps from dough mixing through to the sales counter. Display was sponsored by Master Bakers Retail Association of Los Angeles County in cooperation with Southern California Gas Company. More than a million persons visited the fair and freshly baked samples from the all-gas bakery were quickly consumed



These large commercial gas ovens, proof boxes and other gas equipment were a popular attraction for visitors to Los Angeles County Fair. Earlier in 1949, the first baking industry exposition since 1936 was held in Atlantic City, N. J., providing further proof that gas is the accepted heat medium in the baking field. Gas-fired ovens predominated at the Atlantic City show with 14 gas oven manufacturers exhibiting. Most of the ovens were of the large traveling and reel types

Intensive program designed to broaden coverage of operating problems

Section maps 1950 campaign



E. G. Campbell, chairman, Operating Section, who is directing an intensive preparation for the spring conferences and 1950 A. G. A. convention



R. Van Vliet, Section vice-chairman, who is assisting Mr. Campbell. Planning of six major committees and supporting groups is well advanced

Some 200 members of major committees and subcommittees in the Association's Operating Section convened at the Hotel Statler in New York recently to draw up a comprehensive program of action for 1950. Three strenuous days of planning developed an over-all program which is expected to give still broader coverage of the industry's operating problems.

The Section's "high command," headed by E. G. Campbell, The Peoples Gas Light & Coke Co., Chicago, chairman, and R. Van Vliet, New York & Richmond Gas Co., Stapleton, S. I., vice-chairman, is directing intensive efforts to prepare for participation in the annual A. G. A. convention next fall. Preliminary lists of subjects have already been prepared for discussion at two major conferences during the year. With officers and personnel of six major committees and their supporting groups selected by the middle of September 1949, preparation and assignment of topics is already well advanced.

Distribution Committee—Chairman F. J. Hall, Michigan Consolidated Gas Co., addressing the second day of the Section's planning session, discussed arrangements for the A. G. A. Distribution, Motor Vehicle and Corrosion Conference to be held at the Book Cadillac Hotel in Detroit, April 3-5. Mr. Hall singled out three major problems that are facing gas distribution men: mechanization and labor costs, the introduction of natural gas into manufactured gas systems, and safety and training of employees.

Constantly increasing labor costs are forcing the gas industry to use every means to reduce costs, he declared. Some divisions of the industry are developing new methods, increasing efficiency and introducing new and better machines

and equipment to hold costs in line. The answer to rising production lies, he remarked, in the modernization of equipment, development of new tools to replace costly hand labor, and development of more efficient machines to replace obsolete models.

With many manufactured gas companies contemplating the introduction of natural gas, numerous problems have arisen, Mr. Hall noted. Some of the issues which have to be faced, he added, are reconditioning of bell joints, meter diaphragms, leak detection, oil fogging, humidification, odorization, and increasing pressures on the distribution system to take care of space heating customers.

Safety and job training of employees should be given as much attention, Mr. Hall said, as is currently devoted to efficient job planning and the selection of equipment and tools.

Chemical Committee—G. V. McGurl, Seaboard Research Laboratories, Koppers Co., Inc., chairman. One of this group's main efforts will be directed toward increasing the integration between chemists and management. The spring luncheon conference will describe how certain methods of control or reports to management have produced valuable results. Emphasis will be placed on the importance of chemists in an industry which is primarily chemical in nature.

Removal of nitric oxide from reformed natural gas is being considered as the subject for a new research project. Pertinent data will be collected and recommendations made for future work on this subject.

At least 13 major topics are under consideration for presentation at the Production and Chemical Conference. The Subcommittee on Planning and Programs has suggested that details of each presentation should be skipped at the

New committee chairmen



F. J. HALL
Distribution Committee



G. V. McGURL
Chemical Committee



S. E. TROUARD
Corrosion Committee



J. L. COYNE
Motor Vehicle Committee



J. P. STEPHENS
Gas Production Committee



G. R. KING
Purging Committee

meetings but that printed or mimeographed copies of the papers should continue to be made available. The importance of visual aids will be stressed more and more.

Corrosion Committee—This group, headed by its chairman, S. E. Trouard, New Orleans Public Service Inc., has drawn up plans for participation in the Distribution Conference and also in the Production and Chemical Conference to be held at the Hotel New Yorker, in New York City, May 22-24. A feature of the distribution meeting will be a special panel of 12 experts on the general theme "Development of a Corrosion Control Program."

Current corrosion control practices in the gas industry will be determined this year through a questionnaire among companies represented on the committee. Results will be published either in the annual convention report or other means.

The Subcommittee on Instrumentation plans to prepare by April 1950 a handbook on corrosion instruments and testing techniques that should prove particularly valuable to companies starting out in corrosion control work. Special articles on corrosion, written in non-technical language, will continue to appear in the *A. G. A. MONTHLY*. One of the committee's objectives for the year is the inauguration of studies on performance characteristics of existing pipe coatings—particularly electrical resistivity as a function of age.

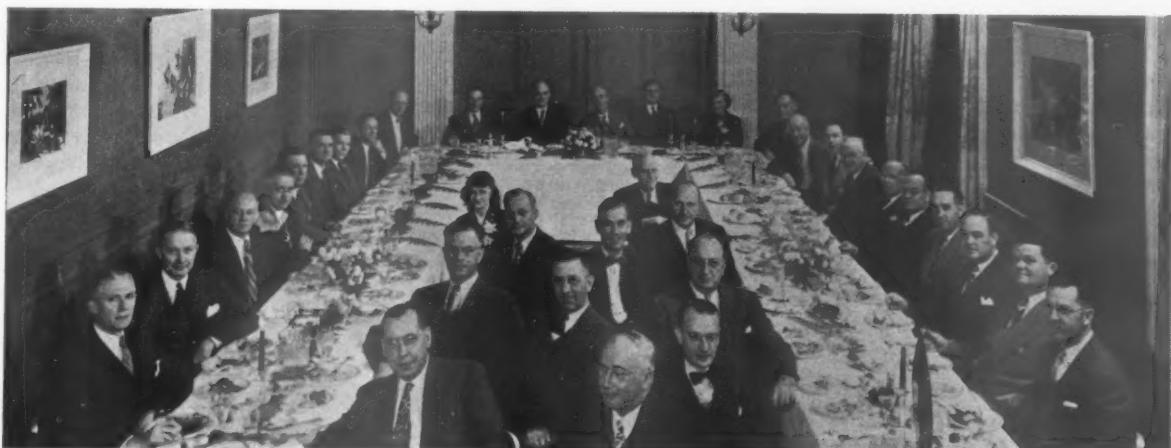
Motor Vehicle Committee—Headed by its chairman, J. L. Coyne, Rochester Gas and Electrical Corp., and working jointly with the EEI committee, this group plans continued cooperation with other national, state and municipal regulatory bodies, and will endeavor to keep the industry abreast of new developments in the motor vehicle field.

Problems for consideration at the an-

nual spring conference will include: application and maintenance of generator equipment, due to increased electrical load on trouble and service trucks equipped with two-way radios, safety and flasher lights, etc.; application and maintenance of axle assemblies, a pertinent topic because of changes in permitted gross axle weight loads by various state regulatory bodies; improved vehicle maintenance methods and problems of fleet operation.

Preparation of a driver's manual, applicable for all gas companies, will be undertaken by the Motor Vehicle Subcommittee on Safety and Safe Practices. The group will also study a scientific approach to proper marking of utility vehicles for maximum visibility and safety of the public and employees working on unlighted highways and city streets at night.

Gas Production Committee—J. P. Stephens, The (Continued on page 39)



Chairman E. G. Campbell presiding at recent dinner meeting of the Managing Committee, A. G. A. Operating Section, at the Hotel Statler in New York

Advance planning expected to aid residential gas activities

Full-year program inaugurated

Working in close cooperation with the Association's General Promotional Planning Committee, the Residential Gas Section has drawn up a full-year promotional program for 1950 that will enable utilities and manufacturers alike to prepare well in advance for full participation in each campaign scheduled. This long-range planning ushers in a new era for the gas industry and is expected to increase still further the effectiveness of the Section's operations.

For the first time in the Association's history, practically all of the 15 committees in the Residential Gas Section were appointed prior to the October convention. All of these groups have had their first meeting and are well along in their working plans. Establishment of a long-range planning program has advanced the work of these committees from three to five months ahead of their schedules in previous years.

In order to obtain an early start in 1950, the A. G. A. Promotion Bureau has prepared a calendar of advertising and promotional activities for the year, based on the expressed wishes of a majority of all the utilities in the United States. The promotional events listed are largely the work of Residential Section committees. (1950 promotional calendar appears on page 22 of the November 1949 A. G. A. MONTHLY.)

Management of gas utilities and dealer management are urged to study carefully this plan for action and to tie-in wholeheartedly on the local level for the greatest return on their investment in both time and money.

No special promotion has been planned for January as most utilities presumably will be having an old fashioned house cleaning to get rid of old stock, demonstration models, odds and ends. January is the ideal time for selection of new models.

It is the ideal period for overhauling



H. Preston Morehouse, Section chairman, will direct operation of new long-range program



Carl H. Horne, vice-chairman of the Section and chairman, New Freedom Gas Kitchen Committee

mailing lists of prospects, architects, builders and dealers; for getting revised sheets, provided by the Committee on Housing, into the Reference Manuals, and for training utility and dealer salesmen through the comprehensive sales training material provided by the A. G. A. Sales Training Committee.

During February and March the emphasis will be on gas water heaters and gas clothes dryers. The Association's promotional activities will be supported concurrently by A. G. A. national advertising running during February, March and April. The water heating slogan in national advertising will continue to be "For Hot Water Magic-Gas Has Got It" and the promotion will be based on the "Size 'Em Up" theme.

At present, the industry is ignoring far too many sales outlets for a promising new appliance—the gas clothes dryer. Consequently, the dryer will receive more attention than ever before.

Complete materials for promoting both the gas water heater and the gas clothes dryer will be distributed throughout the industry. Two Residential Gas Section committees in this field will offer their assistance to utilities and dealers.

For April, May, and June, the Domestic Range Committee, in cooperation with the Promotional Bureau, will develop a campaign built around a "Spring Style Show." A. G. A. National Advertising will start building up for this promotion in March and will continue during April, May, and June.

The campaign will be built around the idea that when spring arrives, thoughts turn to buying new homes, offering opportunities for increased sales of gas ranges and other gas appliances. While the replacement market will not be overlooked, the emphasis will be put on the new home market where competition is keenest. Full details of this activity will be ready about the middle of February.

In July, August, and September the promotion will be on three gas services: heating, summer air conditioning, and incineration. This will be the first gas heating promotion activity sponsored by the Association since 1941. It is felt that a large segment of the industry is now ready and eager to promote this load and full supporting materials will be made available.

The influx of new heating systems will bring with it many headaches for those utilities which are now able to devote promotional effort to adding new load. The Gas House Heating Committee plans to have ready in 1950 a pocket manual for installers. This booklet, known as "Recommended Practices for Installation of Gas Central Heating Systems, Conversion Burners, Floor Furnaces, Vented Space Heaters and Unit Heaters," organizes and simplifies installation procedure so that it follows the logical flow of work from the time the prospect is first contacted until the system is installed and balanced.

For those utilities who are not ready to add heating load, the committee will have material ready to aid, where possible, in upgrading existing heating appliances. The Gas Summer Air Conditioning Committee will be prepared to

aid with material which will help convert existing heating customers to all-year air conditioning, a job which may be done without adding to the winter peak.

The Gas Incineration Committee, newly formed in 1949, will continue the work started last year in an effort to help the industry overcome any sales resistance to this valuable appliance. This much neglected load builder, like the gas dryer, will come in for its share of promotion in 1950. Since the incinerator is usually a basement or utility room appliance, it is logical to run this promotion concurrently with heating and summer air conditioning promotion in July, August, and September.

A gas refrigeration campaign is scheduled for this same period, to be known as the "Clean Sweep" campaign. It is timed to precede the selection of winners of the annual A. G. A. Service Best Performance Award and will be supported by national advertising during June and July. The Gas Refrigeration Committee will devote much of its time to details of this campaign.

The Old Stove Round Up which was so successful in 1949 will be repeated in September, October, and November. The goal in 1949 was one million

ranges. No recent gas promotion has met with such enthusiastic utility and dealer response. The Domestic Range Committee will be very active, studying the most successful 1949 operations, in order that more powerful material will be ready before the fall Round Up campaign.

As a further example of teamwork, committees not previously mentioned will not only carry on their own plans and objectives but will also furnish valuable assistance to many promotional campaigns. The Home Service Committee and the New Freedom Gas Kitchen Committee, for example, will prepare special material for the use of home service departments and salesmen during the campaigns ahead. They will give valuable counsel to the committees which plan these promotions.

The Home Service Committee will hold the annual A. G. A. Home Service Workshop in Chicago, January 4-6, 1950. Four additional projects are included in the plan of work: sponsorship of a Home Service Demonstration Contest to be financed by "CP" Manufacturers; compilation of a picture supplement to "The Home Service Demonstration" booklet; and setting up of a booklet on Home (Continued on page 40)

New committee chairmen



L. B. NYE, JR.
All-Year Gas Air
Conditioning Committee



W. L. HAYES
Domestic Range
Committee



J. E. WEST
Housing Committee



IRENE MUNTZ
Home Service
Committee



E. L. VERVOORT
House Heating
Committee



W. J. SCHMIDT
Committee on Improving
Domestic Gas Appliances

PHOTOGRAPH
NOT
AVAILABLE

G. F. NAST
Window and Store
Display Committee



W. H. KURDELSKI
Gas Laundry
Equipment Committee



I. J. RAPSON
Gas Incineration
Committee



J. E. HUMPHREYS
Refrigeration
Committee



N. E. LOOMIS
Committee on Selection &
Training of Sales Personnel



A. G. BUR
Water Heating
Committee

Industry news

Personnel men assess employee problems

NEARLY ONE HUNDRED personnel and employee relations executives attended the gas industry's fourth national personnel conference held at the Netherland Plaza Hotel in Cincinnati, Ohio, November 28 and 29, 1949. Gas utility representatives from all parts of the country took part in the conference which was sponsored jointly by American Gas Association Personnel Committee, Great Lakes Personnel Conference and Midwest Personnel Conference of A. G. A., and Employee Relations Section of Southern Gas Association.

The conference opened on Monday morning with a welcome from L. A. Brandt, The Peoples Gas Light & Coke Co., Chicago, chairman of the A. G. A. Personnel Committee. H. Carl Wolf, A. G. A. managing director, pointed out the importance of personnel problems to the Association and to the industry. He declared that the gas industry has

an investment of about \$40,000 per employee. This means, he added, that each employee is a veritable small business man responsible for producing a return on this heavy investment. Such employees cannot be cogs in an assembly line. They must be carefully selected, adequately trained, responsibly supervised and thoroughly integrated into the winning team.

Dr. Robert K. Burns, executive officer, Industrial Relations Center, University of Chicago, reviewed elements of supervisory development. He commented on the analysis of supervisory and organizational needs and the development of appropriate supervisory conference material in order to improve the effectiveness of a program.

F. R. Rauch, vice-president, The Cincinnati Gas & Electric Co., presided at the luncheon meeting, with Walter C. Beckjord, company president, as guest speaker. Armed with experience in a company noted for its good public and industrial relations, Mr. Beckjord stressed the importance of a good industrial relations program, citing from the experience of his own company which holds an enviable position in the public and industrial relations field.

H. H. Duff, Panhandle Eastern Pipeline Co., Kansas City, Mo., chairman of the Midwest Personnel Conference, presided at the afternoon session. His key speakers were Eskil I. Bjork, vice-president, The Peoples Gas Light & Coke Co., and Dr. Daniel Katz, University of Michigan. Mr. Bjork, who joined the Chicago utility company shortly after World War I, has a specialized knowledge of finance and personnel functions. He has done considerable research work on pension matters and is regarded as an authority in the field of industry pensions. Dr. Katz

reported on developments in methods of studying human relations.

E. L. Ramsey, The Laclede Gas Light Co., St. Louis, Mo., chairman, Great Lakes Personnel Conference, presided at the meeting on Tuesday morning. Dr. Jay L. Otis, director, Personnel Research Institute, Western Reserve University, spoke on testing and job evaluation. He advised on management use of a sound wage administration to promote good employee-employer relations.

Employee benefits have undergone study by A. G. A. Personnel Committee of A. G. A. for two years. V. H. Luneborg, Arkansas Natural Gas Corp., Shreveport, La., chairman, SGA Employee Relations Section, reported some of the more important conclusions drawn from this year's survey of fringe benefit costs. This report was followed by a symposium on absenteeism directed by a panel with G. M. Peterson, Public Service Electric & Gas Co., Newark, N. J., as chairman.

The importance of absenteeism was pointed out by D. S. Sargent, personnel director, Consolidated Edison Co. of New York, Inc., who reported that sick absence in 1948 cost the Consolidated Edison system approximately \$2,100,000 for 172,000 days paid for but not worked. This money amounted to 2.1 percent of the total payroll and did not include indirect costs such as overtime paid to men whose relief did not report and similar items. Other members of the panel were L. M. Ayers, The Peoples Natural Gas Co., Pittsburgh, and A. W. Isenhart, Dayton Power and Light Co., who presented information on absenteeism experience and control.

On Tuesday afternoon the three participating conference groups held luncheon meetings followed by discussion periods.

Gas men join excise tax repeal group

THE GAS INDUSTRY is strongly represented on a new nationwide organization known as the National Committee for the Repeal of Wartime Excise Taxes. The committee, still in the process of formation, consists of 38 executives from leading American industries who will spearhead a drive against discriminatory Federal excise taxes

on such items as so-called "luxury" articles, transportation, entertainment, and others.

First organization of its kind, drawn up to include all industries affected by the taxes except alcohol, tobacco and gasoline interests, the committee will work in conjunction with individual trade organizations which are interested in the tax repeal.

Jersey Central building drive-in office



Miniature model of Jersey Central Power & Light Company's new drive-in office which is being erected as a convenience for some 80 percent of the utility's customers in the Seaside Park area who were driving their cars to the local business office to pay their gas and electric bills.

Louis Ruthenburg, chairman of the board, Servel, Inc., has been named a vice-chairman of the national committee along with Arde Bulova, chairman of the board, Bulova Watch Co., and Eric Johnston, president, Motion Picture Producers and Distributors of America. H. Leigh Whitelaw, managing director, Gas Appliance Manufacturers Association, is secretary of the committee, and James J. Newman, vice-president, B. F. Goodrich Co., treasurer.

Six top executives of different industries have been named to the subcommittee on procedures and three other executives to the subcommittee for audit and finance.

In addition to the officers and subcommittee members, 23 executives have been selected to serve on the national committee, membership on which is still being completed. The gas industry is represented by: John A. Fry, president, Detroit-Michigan Stove Co.; Stanley H. Hobson, president, Geo. D. Roper Corp.; R. J. Irish, executive administrator, A. O. Smith Corp., and Lyle C. Harvey, president, Affiliated Gas Equipment Corporation.

A chairman of the national committee will be chosen at an early date. Wilson W. Wyatt, Louisville, has been retained as general counsel.

New natural gas supplies for Chicago

ADEQUATE GAS SUPPLIES have been secured in the rich Texas Gulf coast fields to supply a third Texas-to-Chicago high pressure natural gas pipeline, according to James F. Oates, Jr., chairman, The Peoples Gas Light and Coke Co., Chicago.

Agreements have now been made which assure a minimum supply of 300 million cubic feet of natural gas daily for the new pipeline and additional reserves will be obtained as planning for the project progresses. Formal contracts are in course of preparation.

This development, Mr. Oates stated, is a major step toward realization of the new pipeline for bringing a greatly increased supply

of natural gas to the people of Chicago and its environs. A recent agreement reached with Gulfcoast Northern Gas Co., Tulsa, Okla., and its stockholders facilitated dedication of the new gas reserves. The gas will be purchased by Texas Illinois Natural Gas Pipeline Co., the Peoples Gas affiliate which will build and operate the new pipeline.

The Texas Illinois company will take over the assets of Gulfcoast Northern. In exchange, Gulfcoast Northern stockholders will receive a 50 percent interest in the Texas Illinois company, while Peoples Gas, the former owner of all the stock of the Texas Illinois company, will retain a 50 percent interest. Immediately

after these transactions are completed, Gulf-coast Northern will be dissolved.

Texas Illinois Natural Gas Pipeline Company will be operated by the experienced personnel of Natural Gas Pipeline Co. of America. Joseph J. Hedrick is president of both pipeline companies.

Construction work on the new 30-inch transmission line is expected to get under way next year if Federal Power Commission approval is obtained. The pipeline will probably extend 1,400 miles from the Rio Grande Valley to Joliet, Ill., and will have an ultimate daily capacity for the markets of Natural Gas Pipeline Company in excess of 500 million cubic feet.

West Coast dealers find Round Up pays off

RECORD ENTHUSIASM for the Old Stove Round Up is illustrated by the following quotes from dealers in the territory served by Southern Counties Gas Co., Los Angeles, California:

● Bollinger's, Santa Monica, California—"We are very happy to cooperate with the gas company in the Old Stove Round Up. Such a campaign creates a definite desire in the housewife to get rid of her old "Betsy" and replace it with an up-to-date gas range. Sometimes it takes something dramatic to make her realize that the one piece of equipment she uses three times every day may be just as antiquated as the old stoves that are being rounded up in the campaign."

● Clark Furniture Company, Santa Monica—"We are always glad to be able to participate in programs such as the Old Stove Round Up and are looking forward to more of this type of promotion. It was beneficial to us in that it not only brought people into our store but provided us with a list of good prospects to be followed up later."

● Carlson's Appliances, Santa Monica—"Our tie-in with the Old Stove Round Up has been very profitable. With the help of the gas company, we built a window display which has increased our floor traffic and gas range sales noticeably. We attribute 15 gas range sales to date as a direct result of the Old Stove Round Up. This type of promotion is really worth while."

● Comments from San Pedro dealers

"The \$6,000 cash reward is an attractive and substantial sum of money, resulting in a very fine consumer response."

"The ease with which customers can register is conducive to full participation by prospective buyers."

"Very complete prospect files for new ranges are easily obtained."

"This program is particularly good for dealer participation inasmuch as no great outlay of money is required."

"The western theme brought out in this advertising program is such that very effective and inexpensive window displays can be arranged."

"With four drawings and with bulletins weekly, call-backs are assured."



Old Stove Round Up display in the territory served by Southern Counties Gas Company. This Santa Monica dealer window is credited with noticeably increasing floor traffic and gas range sales



Fifty-two year old stove and the brand new gas range which it won for Mrs. R. B. McClung of Portland in the Old Stove Round Up sponsored by Oregon Gas Appliance Society. Congratulating the winner are Beatrice Barclay (left), the society's executive secretary, and Ed Cahill, Portland Gas & Coke Company sales representative. Other top entries were ranges on which the newest trade-in was made—a two year old electric model, and the entry nearest the campaign average trade-in—a gas range 21 years and four months old. Salesmen received cash awards in the contest

A.G.A. Testing Laboratories change name

EFFECTIVE January 1, 1950, the name of the American Gas Association Testing Laboratories will be changed to American Gas Association Laboratories, in accordance with action taken at a recent meeting of the Association's Executive Board.

The testing of gas appliances and the awarding of the Seal of Approval to appliances meeting the required standards of safety and dependability will continue to be an important function of the Laboratories. Since the initiation of the gas industry's research

program under the PAR Plan five years ago, a considerable share of the Laboratories' enlarged personnel and facilities has been devoted to research work. The abridged name is believed to be less restrictive in its description of the Laboratories' function.

New York State movie helps investors

UTILIZATION OF MOTION PICTURES as a medium for acquainting prospective investors with the character of the companies and communities in which their interest is sought was successfully introduced in connection with the recent sale by General Public Utilities Corporation of New York State of its entire common stock holdings in Rochester Gas and Electric Corp., Rochester.

In the past the usual method has been to send a group of top executives around the country to talk to security dealers and prospective investors, or to make up several crews, each of whom had to carry truck loads of charts and exhibits. The tour became a race against time with fatiguing one-night stands in many different sections of the country.

Another difficulty was the fact that there was no assurance that presentations would be identical in each city and that while company officers might be competent operating executives they sometimes lacked skill in platform delivery.

Weighing all of these points, General Public Utilities and Rochester Gas and Electric decided to utilize a 16mm sound motion picture which could be shown simultaneously to security dealers in many cities.

The picture, "Progress and Power in Rochester and the Genesee Valley," is a three-part presentation, in full color and with sound. The first part is a short address by Albert F. Tegen, president, General Public Utilities, in which he outlines reasons for the relinquish-

ment of the Rochester utility. The second and longest part shows operations and facilities of the operating company, as well as the character of the community it serves. The closing part is a detailed analysis by James A. Lyle, vice-president, First Boston Corp., in which he describes the manner of security dealer participation in the program.

The film was so produced that the center portion can be used as a public relations vehicle for the Rochester utility in its own area.

Preparation of script, photography and general production was handled by Bruce Aldon Associates, 34 State Street, Rochester, New York. This firm is making an aggressive bid for further motion picture work in the utility-securities field.

New gas water heater campaign planned



Stanley C. Gorman, director and chief engineer of new "Court of Flame" automatic gas water heater sales campaign, briefing "Miss Railroad Fair" on the new sales promotion contest that will be inaugurated on March 1 and continue to September 31, 1950, based on the "all-aboard" theme

THE GAS WATER HEATER INDUSTRY in cooperation with Gas Appliance Manufacturers Association has drawn up basic plans for a new and larger scale automatic gas water heater sales campaign for 1950, according to Ralph R. Towne, chairman, Sales Promotion Committee of GAMA's Gas Water Heater Division. The campaign is to be of seven months' duration beginning March 1 and continuing until September 30, 1950.

The current gas water heater "Court of

Flame" program has been so successful in establishing the "Court of Flame" name and seal as a buyers' guide that the 1950 program will continue with this theme and seal.

The 1950 "Court of Flame" campaign has the following objectives as its goal: To continue the interest created in the 1949 "Court of Flame" campaign; to capitalize on the educational selling job accomplished in 1949 of stressing the sale of top-quality, adequately-sized automatic gas water heaters; to com-

pete for the selling time of all LP-gas dealers, water heater dealers, and utility salesmen against other appliances in 1950; and to emphasize the value of the "Court of Flame" seal as an industry guide to better automatic gas water heater service and satisfaction.

In describing the new campaign, Stanley C. Gorman, director of the 1949 campaign and the 1950 program, stated that the proposed "All-Aboard" motif of the "Court of Flame" program will consist of a tag-type water heater sales contest similar to the tag contest conducted under the 1949 "Court of Flame" campaign but with the added advantage that it will be possible for all salesmen to be awarded prizes (selected from a merchandise prize catalog), thereby guaranteeing maximum interest and support. More than \$180,000 will be given out in merchandise prizes.

Upon receipt of a registration form at contest headquarters, the official prize catalog will be mailed free to the contestant's residence. This catalog will contain all contest rules and instructions plus hundreds of illustrated prizes showing the number of points needed for winning each prize.

Trade press advertising will be conducted in the plumbing and gas papers along with an American Gas Association tie-in. A. G. A. will mobilize all utilities for action in the first three months of 1950 and plaques will be awarded to utilities that do the best job of organizing their companies for the "Court of Flame"—"All-Aboard" campaign. A. G. A. will also run national advertising on water heating during February, March, April and September.

Direct mail broadsides will be mailed to approximately 94,000 plumber dealers, LP-gas dealers, appliance dealers, utility employees, jobbers and distributors.

Orifice meter research study advanced

a PAR activity

SUBSTANTIAL PROGRESS is reported for the Association's Research Project NGD-9, "Orifice Meter Installation Requirements," an outstanding example of coordinated effort under the PAR Plan.

Objectives of the study are to determine how orifice meter accuracy is affected by: (1) plug valves, (2) surface roughness, i.e. corrosion in meter runs, (3) globe valves and expansion bends (under steam flow conditions) and to establish the tolerance for size and location of pressure tap holes. Experimental work on the project was initiated last July at Rockville, Maryland metering station of Virginia Gas Transmission Corporation.

Tests have already been made in a four-inch run with three plug valves having port areas from about 40 percent to about 70 percent that of the pipe. Further tests will be made of other valves with different size ports, employing two-inch and eight-inch lines. Additional research will be conducted with straightening vanes.

Preliminary calculations from the first phase of the work indicate that on the inlet side of the orifice a plug valve at $10\frac{1}{2}$ pipe diameter may affect metering accuracy by less than one percent. This is based on the assumption that the orifice diameter ratio is not over 0.71 and the rate of flow such that the differential is about 50 inches W.C. pressure of 125 pounds. With larger ratio orifices and higher flow rates the error may be as much as 2.5 percent, \pm . Tests have been made using two designs of orifice meter fittings in place of the orifice meter flange. No significant differences were observed with orifice diameter ratios of 0.71 and lower.

Work on roughness and pressure tap tol-



Joint A.G.A.-ASME Committee on Orifice Meters: (Standing, left to right) Harry L. Ketchum, Washington Gas Light Co.; Walter Brewster, Arkansas-Louisiana Gas Co.; George Cragen, El Paso Natural Gas Co.; Robert L. Stair, United Fuel Gas Co.; Robert R. Fleske, Cities Service Gas Co.; (seated) Howard S. Bean, National Bureau of Standards, chairman; William C. Wanbaugh, Jr., computer; E. B. Dakin, Hope Natural Gas Co.; Paul W. Nelson, Northern Natural Gas Company

erance will be conducted this winter in the hydraulics laboratory at National Bureau of Standards.

Funds for the project have been furnished by the PAR Committee which is represented by the Technical and Research Committee of the Association's Natural Gas Department. The chairman of the latter committee, Elmer F. Schmidt, Lone Star Gas Co., Dallas, is also chairman of the Gas Measurement Subcommittee which is supervising the project.

The actual work is being undertaken by joint A.G.A.-ASME Committee on Orifice Meters, and is directed by the chairman,

Howard Bean, National Bureau of Standards. Facilities for the steam flow tests will be provided by U.S. Naval Boiler and Turbine Laboratory in Philadelphia. National Bureau of Standards will furnish facilities in its hydraulics laboratory, while several natural gas pipeline and distributing companies have furnished the site, technicians, apparatus and gas. Other test material and fittings have been supplied by interested manufacturers.

Enthusiastic cooperation by so many diversified interests has greatly heightened the potential value of this work.

Laboratories testing shown on television

PIONEERING in the field of television as a media for publicizing the activities of American Gas Association Laboratories, B. A. McCandless, assistant to director, appeared with Louise Winslow in her production "Through the Kitchen Window" over Cleveland station WNBK on Tuesday, November 29, 1949.

"Through the Kitchen Window" was conceived by The East Ohio Gas Co., its sponsor, and Ketchum MacLeod and Grove, a Pittsburgh advertising agency. The scene takes place in a unique private studio located in the gas company building. This program has a daytime audience estimated at between 10,000 to 15,000 listeners from whom 700 to 1,000 letters are received weekly. The present series of programs features the conveniences and performance of the modern gas range by actual demonstration. It afforded, therefore, an excellent opportunity to tell this audience what the Laboratories are doing to assure the public of reliable and dependable gas range cooking.

At the start of the program, Miss Winslow reported that she had visited the Laboratories a few days previously and was so impressed by the thoroughness with which gas equip-

ment is tested that she knew her audience would be equally interested in meeting a Laboratories representative. She then proceeded to prepare various dishes of a complete menu.

Mr. McCandless made his entrance after the entree was prepared and already in the skillet. He was put to work turning veal birds while Miss Winslow finished preparing the dessert. With the different foods simmering at low heat either on the top burners or in the oven, Mr. McCandless presented souvenir photographs of the Laboratories taken during Miss Winslow's trip. The close-up camera then trained on an easel which held a second set of photographs, thus making it possible for the television "audience" to see the different testing apparatus employed in putting gas appliances through their paces.

The pictures emphasized the various performance tests conducted on a domestic gas range. Greatest emphasis was given to the baking test for determining even oven heat distribution by demonstrating use of the Laboratories photo-electric reflectometer on two cakes baked by Miss Winslow for different

lengths of time. Again by means of the close-up camera, viewers could see for themselves how the pointer on the dial moved as Mr. McCandless placed the "Magic Eye" of the instrument on the dark and then on the light cakes.

The foregoing discussion and demonstration enabled Miss Winslow's conclusion that by these precise tests the gas user is assured of a dependable gas range. By the same token, she added, other household gas appliances—the gas water heater, gas refrigerator, and clothes dryer to mention a few other examples, are tested and made equally dependable.

To those who are contemplating the use of television as an advertising media, it should be noted that this program was prepared in two conferences. The first was held after a trip through the Laboratories by Miss Winslow and ensuing discussion as to what message to convey to the listening public. The second conference was in nature of rehearsals before the actual presentation which served to acquaint the television engineers with the action so that they could use the broad view or close-up cameras to best advantage.

No script was used. Consequently, the dialogue was both natural and conversational.

Stockholders learn Central Hudson's story

STOCKHOLDERS of Central Hudson Gas & Electric Corp., Poughkeepsie, N. Y., can now obtain a clear and concise picture of their company's new expansion program from an attractive booklet published recently for their benefit.

Entitled, "Headlines Tell the Story," the publication presents highlights of the utility's four-year construction program, outlines plans for meeting necessary financial requirements and includes a statement by management defining the probable effect which the program will exert on Central Hudson's operations. Particular emphasis is placed upon the idea that both customers and stockholders benefit

through careful planning by management.

One page of this unusually readable booklet notes that since the beginning of World War II, Central Hudson has operated its gas business without curtailing use of this essential fuel. A close-up view of the company's modern mechanical gas generating set is accompanied by a caption noting that the equipment, placed in operation on January 3, 1949, has boosted daily production of manufactured gas by 50 percent.

Another illustrated page notes that "pipelines carrying natural gas from Texas have tunneled their mole-like way east and north to the threshold of Central Hudson's fran-

chise territory." The advent of natural gas, it is explained, should greatly increase gas sales and at the same time substantially improve the company's earnings. The utility's contracts for natural gas by 1950 are described as "the most significant event financially in 20 years of company history."

Other pages are devoted to an explanation of the company's financial requirements during the years 1949-52 and a breakdown of sources for these funds. Management of Central Hudson Gas & Electric Corporation is headed by Ernest R. Acker, president, who is widely known as a former president, American Gas Association and Edison Electric Institute.

**Central Hudson Report
Issued By President
Tells Expansion Plans**

President Acker Reveals the Big Program of Building New Plants and Increasing Services of Electric

ERNEST R. ACKER
President, Central Hudson Gas & Electric Corporation

Business progress is achieved by efficient planning. The Directors and Management of your Company, under the experienced leadership of Ernest R. Acker, former President of the Edison Electric Institute and of the American Gas Association, are now engaged in translating such carefully conceived plans into fact. The result will be to make your Company a bigger and stronger institution. Its customers will benefit by this growth. So, also, will those whose investments make the Company possible.

The pages which follow will describe the current plans of your Management and indicate how they are being fulfilled. They show particularly how your Company is meeting the unprecedented demand for its products.

Customers and Stockholders benefit through careful planning by management

One of the opening pages from Central Hudson Gas & Electric Corporation's new booklet, "Headlines Tell the Story . . .," designed to outline the company's construction program to stockholders

Michigan-Wisconsin line

MICHIGAN-WISCONSIN PIPE LINE COMPANY put in operation late last year its new 1,200 mile natural gas pipeline linking Michigan and Wisconsin with the Hugoton gas field in northern Texas, according to William G. Woolfolk, chairman, and Henry Fink, president of the company.

The event means that the supply of natural gas in Michigan will be quadrupled and that for the first time in its history the State of Wisconsin will be served with natural gas. Other areas which will receive natural gas for the first time are Ypsilanti, Mich., and certain communities in Iowa and Missouri.

The new line went into operation six months ahead of schedule at a cost substantially less than the \$88 million originally estimated.

Mr. Woolfolk is chairman of the company and its affiliate, Michigan Consolidated Gas Co., Milwaukee Gas Light Co., and the holding company, American Natural Gas Company.

The Michigan-Wisconsin pipeline is unique among natural gas carriers. Through use of storage fields it will be able to operate at full capacity every day of the year. In addition, because its consuming markets lie between the producing fields and the storage reservoirs, it can bring in gas from two directions.

Through further increase in compressor capacity to boost gas transmission, and through lease from Michigan Consolidated Gas Company of the Reed City gas storage field in Michigan, the line at maximum capacity is expected to be capable of delivering more than 650 million cubic feet of natural gas a day into markets in Michigan and Wisconsin.

Methylene blue paper

Due to heavy demand, the paper entitled "The Determination of Low Concentrations of Hydrogen Sulfide in Gas by the Methylene Blue Method" has been published as a report of investigations. The authors are A. E. Sands, M. A. Graftius, H. W. Wainwright and M. W. Wilson, and the paper was presented at the Association's Production and Chemical Conference in Asbury Park, N. J., in May 1948.

Copies can be obtained by contacting Publications Distribution Section, U. S. Bureau of Mines, 4800 Forbes St., Pittsburgh. Reference should be made to R.I. 4547.

Business women complete gas cookery course

BUSINESS girls from the women's association of the American Institute of Banking completed the first in a series of courses last month in "The How, When and Why of Cooking" under the tutelage of the home service division, Equitable Gas Co., Pittsburgh. Classes are planned and supervised by Kathryn Barnes, director of the home service division.

Meeting four Monday evenings in the utility's home service auditorium, the girls worked in small groups to prepare entire meals. Besides cooking, they studied techniques of meal planning, marketing and serving, with consideration of different types of home and party menus. Correct usage of gas appliances was demonstrated. In each session, one meal was oven-cooked, one broiled and one prepared on the top of the range, to show the ease and flexibility of modern gas cookery.

Thirty-one members took the first course, and a second group is scheduled to begin early in January. Business groups that have attended these courses in cooking include employees of Bell Telephone Company and Carnegie-Illinois Steel Corporation.

New equipment text

THE EQUIPMENT does the work, but the hand gets the credit. This old Persian proverb introduces the third edition of the well known text "Household Equipment" by Peet and Thye. Publishers are John Wiley and Sons, Inc., New York, and the price five dollars a copy.

Mrs. Louise J. Peet is head of the household equipment department at Iowa State College, one of the nation's outstanding training centers for home service work. She developed the latest text as basic information for equipment students. Mrs. Lenore Sater Thye is currently head of the division of housing and household equipment in the Bureau of Human Nutrition and Home Economics, Washington, D. C.

Construction, use and operation of appliances in the home is discussed at length in the third edition. Kitchen utensils and accessory equipment are also explained. Special chapters of the new text are devoted to the part that gas and electricity play in the operation and use of household equipment.

In their preface to the volume, the two authors acknowledge assistance in obtaining illustrations by two American Gas Association staff members—Jessie McQueen, home service counsellor, and C. George Segeler, utilization engineer for the Association.



Business girls' cookery class under the tutelage of Kathryn Barnes, Equitable Gas Company

Research group views new development



Members of A. G. A. Methanation Subcommittee and other gas industry executives visiting Surface Combustion Corporation: (Left to right) M. Frank Knoy, Eastern Gas & Fuel Associates; Dr. C. G. Milbourne, William M. Hepburn, T. F. Loughry, E. G. deCoriolis, Surface Combustion; R. E. Kruger, Rochester Gas & Electric Corp.; C. R. Breck, Southern Natural Gas Corp.; E. H. Eacker, Boston Consolidated Gas Co.; E. S. Pettyjohn, Institute of Gas Technology; Dr. N. K. Chaney, A. G. A.; F. L. Corcoran, Boston Consolidated Gas Co., and C. B. Phillips, Surface Combustion

a PAR activity

THE Methanation Subcommittee of the Association's Gas Production Research Committee, and other gas industry executives, visited Surface Combustion Corporation in Toledo recently to view the company's newly developed methanation unit.

The equipment is an auxiliary to the firm's

catalytic hydrocarbon reformer and converts the reformed gas, largely carbon monoxide and hydrogen, into methane for enrichment purposes. A major advantage is that low Btu gas enriched with methane does not lose Btu through high pressure pumping or low distribution temperature as would be the case if the enrichment were accomplished with condensable hydrocarbon vapors.

Atlanta gets new employee publication

ANEW MEMBER joined the swelling ranks of gas industry employee publications this fall. The first issue of Blue Flame News, edited by Robbie McLean for employees of Atlanta Gas Light Co., appeared in Atlanta, Ga., during the month of November.

Special attention in the opening number was paid to the gas company's fourteenth

Old Stove Round Up which was described as the most successful in the utility's history. During the campaign, gas company sales increased 60 percent and dealer sales at least 50 percent over the corresponding period of 1948.

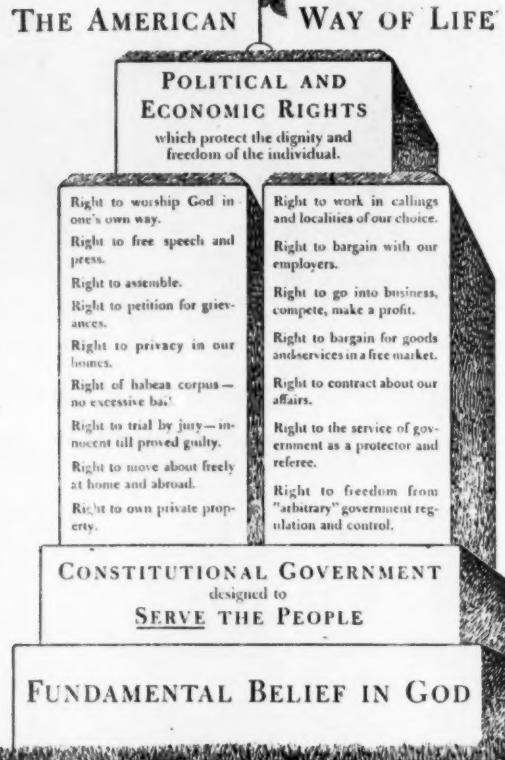
The new publication noted that the Old Stove Round Up originated back in 1929 in

the offices of Atlanta Gas Light Company, which along with various other gas properties throughout the South was then owned and operated by Southern Cities Public Service Company, with headquarters in Atlanta.

Under the leadership of its president, Rock G. Taber, the company is now heading for its fifteenth Round Up.

Valley Forge group promotes American way

Credo of Freedoms Foundation, Valley Forge



To Maintain The American Way Of Life
And Pass It Intact To Succeeding Generations
Is The Responsibility Of Every True American

Credo of new non-profit, non-political and nonsectarian group which has been organized with headquarters at Valley Forge to reward Americans who do the best job in speaking up for freedom

Pacific Gas completing large expansion plans

NEARLY \$120 MILLION is being spent by Pacific Gas and Electric Co., San Francisco, Calif., for expansion of its natural gas transmission and distribution facilities to meet the demand created by population growth of Northern and Central California. Outlays from 1945 to 1948 inclusive approximated \$43 million and projects now under way or authorized so far this year will cost about \$75 million.

"Our gas construction program is the largest in the company's history" reports W. G. B. Euler, vice-president and general manager. "It was made necessary in part by deferment of construction during the war and to a greater extent by the extraordinary increase of demand for natural gas in the territory we serve. We now have nearly one million gas customers, or approximately 48 percent more than were served in 1940. That growth continues is evident from the fact that more than 55,000 cus-

tomers were added to the system in the past 12 months."

The program includes many hundreds of miles of new transmission and distribution pipelines, storage holders, compressor stations and other facilities.

Outstanding on the long list of jobs is the "Super Inch" steel pipeline—a 1,600-mile transmission system that will bring natural gas from fields in Texas and New Mexico to Northern California. This system is a joint project of El Paso Natural Gas Company and Pacific Gas and Electric. El Paso's section runs from the gas fields to the California-Arizona border at Topock, near Needles, while Pacific Gas and Electric is building the 506 miles from Topock to Milpitas, where the line will feed into the company's vast network.

The Topock-Milpitas section of the "Super Inch" will be 34 inches in diameter—the largest diameter pipeline in the world for

GLENN A. BISHOP, president, Bishop Publishing Co., Chicago, recently was the recipient of a handsome gold medal and \$1,500 cash award for the company's outstanding series of Freedom Posters for plant and community use. The award was sponsored by Freedoms Foundation of historic Valley Forge, a non-profit, non-political and non-sectarian group organized to reward Americans who do the best job each year in speaking for freedom.

The prize-winning series of Freedom Posters is part of the monthly display production of Bishop Publishing Company. The posters have been used by many utility companies and industrial concerns for the past 18 months.

Freedoms Foundation's first annual awards were presented by Dwight D. Eisenhower late last year to a total of 121 individuals and organizations for outstanding service in promoting the American way of life.

Sales conference

(Continued from page 27)

new plans for promotion in the commercial field.

Industrial subjects will also cover a wide range. Included will be an address on new industrial installations processes, process air conditioning in industry; burner and control applications for large boilers; the functioning of the industrial department of a large city gas company; industrial gas—southern style. The new Section Committee on Industrial Gas Practices will report on projects planned for the safe industrial utilization of gas.

This will be the only national meeting of the Industrial and Commercial Gas Section, and it is expected that the central location of St. Louis will provide a convenient meeting place for gas men from all over the country.

transmission of natural gas. Its cost is estimated at \$63 million. Over-all cost of the 1,600-mile project will be approximately \$150 million.

The schedule for the entire "Super Inch" provides that deliveries of Texas-New Mexico gas will begin early in 1951. Initial supply will be at the rate of 150 million cubic feet daily with an additional 100 million cubic feet by 1952 and probable further increases in succeeding years up to a maximum of 500 million cubic feet per day.

An important part of the expansion program is construction of additional storage facilities to provide reserve supplies of gas for use in periods of peak demand throughout the system. Projects now under construction or authorized to be built will provide total new storage capacity of more than 50 million cubic feet of gas at a cost of approximately \$15 million.

Wisconsin gas men discuss changeovers

ATEST available information regarding the introduction of natural gas was featured at the convention of the gas and electric divisions, Wisconsin Utilities Association, at the Schroeder Hotel in Milwaukee, November 21-23. Close to 600 delegates attended, a new record for the meetings.

Carl A. Altenber, president of the association, told the delegates that eight gas companies plan to spend approximately \$9,100,000 in 1949 to change over to natural gas and \$5 million in 1950 for construction and conversion to natural gas. He noted that many gas utilities have recently revised or eliminated restrictions on gas house heating.

John C. Doerfer, chairman, Public Service Commission of Wisconsin, advised his audience to "aid the people in the state of

Wisconsin to retain for themselves the rights of local state control of your companies engaged solely in intrastate activities."

E. P. Mink, Wisconsin Southern Gas & Appliance Corp., was elected chairman of the sales and service section, gas division. A. G. Bur, Wisconsin Public Service Corp., was elected vice-chairman.

The technical division of the gas section elected G. G. Ellerbrock, Wisconsin Public Service Corp., chairman, and J. C. Bolen, Milwaukee Gas Light Co., vice-chairman.

Addressing sessions of the gas technical division, Theron Brown, outgoing chairman, declared that the schedule for delivery of natural gas in Wisconsin has been shortened by at least seven months. "Only a short year ago," he said, "we were talk-



E. P. Mink



G. G. Ellerbrock

ing of having natural gas delivered during the early summer of 1950, yet today the fuel is being distributed to customers of the largest gas companies in the state."

St. Louis selected for 1951 convention

AMERICAN GAS ASSOCIATION'S 1951 annual convention will be held in St. Louis, Mo., October 15-18, inclusive, according to a recent announcement. The gas industry's 1950 convention is scheduled for Atlantic City, N. J., October 2-6, 1950.

The Time and Place Committee of A. G. A. at a recent meeting carefully considered invitations from several of the nation's leading cities. The committee, comprised of George

E. Whitwell, vice-president, Philadelphia Electric Co., as chairman; N. B. Bertolette, president, The Hartford Gas Co.; Stanley H. Hobson, president, Geo. D. Roper Corp., Rockford, Ill.; James S. Moulton, vice-president, Pacific Gas & Electric Co., San Francisco; J. French Robinson, president, The East Ohio Gas Co., Cleveland; Paul R. Taylor, vice-president, Stone & Webster Service Corp., New York; and A. H. Weyland, president,

Arkansas Natural Gas Corp., Shreveport, La., made its recommendation to the Executive Board of A. G. A., which approved the selection of St. Louis as the site for the Association's thirty-third annual convention.



G. E. Whitwell

Utility prepares A.G.A. convention report

AN INNOVATION which is expected to encourage broader use of information presented during the 1949 gas industry convention in Chicago has been initiated by The Brooklyn Union Gas Company.

A report providing a complete description

of the 1949 American Gas Association convention has been prepared by the company and is now available for the perusal of any one interested. Consisting of two loose-leaf books, one containing brief reports of all meetings, the other containing all speeches

which were available, the summary covers virtually every phase of gas industry operations.

The full report has been placed in the hands of the editor of Gas News, Brooklyn Union employee publication.

Operating Section

(Continued from page 29)

Cincinnati Gas & Electric Co., chairman. Committee plans are based mainly on past performances and experience.

The committee is sponsoring jointly with the Chemical Committee, a new subcommittee on Plant Waste Disposal. Discussion and papers are planned which will illustrate successful methods. An innovation this year will be a luncheon conference on plant waste disposal to be held during the Production and Chemical Conference.

Special consideration will be given during the year to problems of the small gas plant operator—the real backbone of the gas industry. Papers and luncheon conference discussions will be organized to help the small plant operator to provide adequate service at the lowest possible cost.

Informative papers and factual discussions are also being prepared on problems associated with the introduction of natural gas into manufactured gas territories. Representatives of companies that have already converted from manufactured to mixed gas or straight natural gas service are ready to pass on their experience to others now faced with the same problems.

Work of various subcommittees is rapidly taking shape for presentation at the spring Production and Chemical Conference.

Purging Committee—G. R. King, Philadelphia Electric Co., chairman. Approximately 90 percent of the preliminary written work has been completed on the revision and amendment of present purging procedures. Although the entire project may not be completed during the year, approval and assembling of the work should be started this spring.

Hawaii joins Round Up



R. B. Craddock, sales manager, Honolulu Gas Co., Ltd., presenting modern gas range to Waikiki owner of oldest gas stove in service—a 1901 model which is still in good operating condition

Pittsburgh man wins suggestion award



Irving K. Peck (left), vice-president and general manager, The Manufacturers Light and Heat Co., presenting \$300 check to Ralph W. Day, production department field man, in recognition of his suggestion for improved company operations. C. J. McMahan, superintendent of production, is assisting. Mr. Day suggested, designed and helped to make a tool which safely removes the burr from inside and outside of gas well tubing and leaves smooth tapered surface for pipe threading

Portland (Ore.) gets fourth cut in gas rates



Workman starting his job of visiting all billboards sponsored by Portland (Ore.) Gas & Coke Company to paste notices of the company's fourth cut in gas rates since the beginning of last year

A REDUCTION in consumer costs of \$652,000 on an annual basis will result from Portland Gas & Coke Company's new rates as announced recently by George H. Flagg, Oregon public utilities commissioner.

It is the fourth cut in rates made by the company since the first of 1949 and brings to nearly \$2 million the total of the four reductions on an annual basis. All of the reductions have been the result of decreasing costs of the heavy fuel oil used in the man-

ufacture of gas. Present rates place residential use, exclusive of space heating, on approximately the pre-war level.

Space heating, which received the greater percentage increase, will be reduced slightly more than 20 percent. The new rates apply on all meter readings on and after September 23 and will benefit all of the company's customers.

It is probable that there will be further reductions in oil prices, which will be followed immediately by the gas company.

Residential program

(Continued from page 31)

Service Aims and Organization.

The New Freedom Gas Kitchen Committee, which prepared a color movie in cooperation with McCall's Magazine, is planning a similar film for 1950 on laundries. The group will also prepare a new color booklet on laundries in 1950.

The Window and Store Display Committee is already at work on a program which will tie-in with and make more effective the display of merchandise to be promoted in the months ahead.

These activities are possible only because the industry has planned its pre-motion schedules far in advance. Add the work of the Publicity Bureau, National Advertising Committee, and Sales Training Committee, and the result is a rare coordination which focuses all talents on a single set of objectives.

An important committee, reconstituted in 1949, is tremendously important because its immediate deliberations involve the industry's base load-gas cooking. The Committee on Improving Domestic Gas Appliances is one of the most vital to the industry—it is an insurance policy that competition will not get that edge. It made a powerful start in 1949 in its studies covering design, speed, coolness, serviceability, flexibility, durability, and convenience of the gas range. The job is still unfinished and relatively the same committee continues its work in 1950.

In this connection the Association was careful to obtain an industry viewpoint and the committee's objectives are based on a canvass of the industry for its recommendations and requirements.

One thing that appears to be lacking in order to take the greatest advantage of all of the accomplishments of the Residential Section's committees and the activities of the Promotional Bureau, is "canvassing salesmen" in the field. The industry has less than 25 percent of the field sales force that it had prior to the war. Thousands more trained salesmen are needed in order to maintain the industry's gains and still more than that to expand and take advantage of increasing gas facilities. The magic name of "natural gas" and its implied possibilities for earnings by salesmen, should attract the type of salesmen which are sorely needed. It is to be hoped that 1950 will be a year of big improvements in the quantity and quality of front line manpower.

Honor and recognition

● In 1900 an advertisement appeared in the London newspapers as follows: "Men wanted for hazardous journey to the South Pole. Small wages, bitter cold, long months of complete darkness, constant danger, safe return doubtful. Honour and recognition in case of success." This advertisement was put in the papers by Sir Ernest Shackleton, the explorer. In speaking of it afterward he said, "It seemed as though all the men of Great Britain were determined to accompany me, the response was so overwhelming."

No promises of time and a half, no insurance benefits, no social security, no good working conditions, no promises of days off, nothing that the modern employer offers to an employee, yet the "response was . . . overwhelming."

What was the inducement, then? "Honour and recognition in case of success." That, and the opportunity to work side by side with others in a joint adventure. With these as the only promises, Shackleton was able to get personnel for four trips to the Antarctic regions—and never reached the Pole. These men suffered great hardships and great disappointment, but there were no strikes for shorter hours, better working conditions or more pay.

Someone would earn the everlasting gratitude of industry if the same spirit of adventure and challenge could be stirred up in the regular day-by-day workers of today. Men work for *money* only because they and their families must exist; it is the poorest of inducements and incentives. Men work because they *want to*, when they obtain "honour and recognition" in a task that offers a challenge and a chance to see where their efforts are something that is necessary to the forwarding of a project.

The early mountain men of the early Nineteenth Century did not work for money, they worked for the love of adventure and in the acceptance of a challenge. When men are challenged they give their best, whether in work or play. The personal challenge is what is missing from most of the conduct of industry today and until someone comes up with a way to present that challenge, the same apathy will exist among the hourly workers of today's business world. The challenge is there but it's hard to see, hedged around with red tape, regulations, etc. Who knows how to get the challenge in the open?—*Kalends*.

Atomic planning and the buyer's market

● The president of a large corporation tells this story: When it became apparent that an atomic bomb might be used, a great deal of thought was given to the problem of protecting the crew of the plane which was to carry the bomb.

So it was figured out how far away the plane would have to be by the time the bomb exploded, in order that the crew would be safe; then, how much time the crew would have to get X miles away between the release of the bomb and the explosion.

The answer to this equation was that the

New York utility exhibits at industrial show



Long Island Lighting Company display during Nassau County's recent fiftieth anniversary celebration

Utility promotes gas-fired Incinor



This recent window display by Michigan Consolidated Gas Co., Detroit, illustrates the increasing attention which utilities across the country are devoting to promotion of gas-fired incinerators

crew would have just one minute to travel that critical distance.

Selected crews were then taken to southern air fields to find out how fast they could make their get-away. Of course they weren't told why the test was being made and they didn't know anything about the atomic bomb; it was just impressed upon them that they had to travel a specified distance in the shortest possible time.

For a while, the best record made by any of them was three minutes. The time went down to two and a half minutes; then to two

minutes; one minute and a half. Finally, one crew made it in 59 seconds.

But, at Hiroshima, the crew knew what the bomb was, knew what it would do to them if they didn't get away . . . and they traveled that X miles in 29 seconds.

Maybe, in the shift from a seller's to a buyer's market, a lot of people will have to make an extra effort if they are to travel X miles in the right time and accomplish the extraordinary results which even ordinary people can achieve if they have the will to do it—*Ketchum, MacLeod & Grove, Inc.*

Emmerling retires from East Ohio Gas Company

KARL EMMERLING, general sales manager and a director, The East Ohio Gas Co., Cleveland, retired from the company recently after a long career of service. He was succeeded by Thomas J. Noonan, formerly assistant superintendent, Cleveland operating division.

Mr. Emmerling's activities have not been confined to the gas company alone. He is a past-chairman of the Industrial and Commercial Gas Section, American Gas Association, a member of A. G. A. Committee on Industrial and Commercial Gas Research, and also technical advisor for two of the latter group's important projects. His advice and counsel have been helpful in numerous Association

and company matters.

Beginning his East Ohio career as a chemist, Mr. Emmerling served as assistant superintendent, then superintendent, artificial gas works, and afterwards as plant engineer. In January 1926 he was named to organize and supervise the industrial gas department. Effective July 1, 1934, he became assistant general superintendent. He served as general sales manager from October 1, 1941 until retirement, and as a director since April 26, 1944.

Mr. Noonan, also a member of A. G. A., is a graduate of Massachusetts Institute of Technology. He joined The East Ohio Gas Company in 1933, became chief engineer in



Karl Emmerling



T. J. Noonan

the Cleveland main office in 1942, and was made assistant superintendent, Cleveland operating division, in 1946.

Rochester company elects two directors

ALBERT W. WHITTLESEY, vice-president and trust investment officer, Pennsylvania Company for Banking, Philadelphia, Pa., has been elected a director of Rochester Gas and Electric Corporation, Rochester, N. Y., to succeed Albert F. Tegen, president, General Public Utilities Corporation.

Mr. Whittlesey is a specialist on public utility securities. The common stock of the Rochester utility was formerly held by General Public Utilities Corporation and when it was recently sold to the public the SEC required that the directors of General Public Utilities Corporation now on the Rochester

Gas and Electric Corporation board be replaced at the first opportunity.

T. Carl Nixon, senior partner of the law firm of Nixon, Hargrave, Middleton and Devans, Rochester, was also named a director of Rochester to succeed Vice-President Edgar R. Crofts, recently deceased.

Personal and otherwise

Stacey firm announces two appointments

APOINTMENT of Frederick O. Ward and Charles O. Pandorf as assistants to the vice-president, The Stacey Manufacturing Co., Cincinnati, Ohio, was announced recently. Both men have been assigned to the sales department.

Mr. Ward, a mechanical engineer, joined

Collard advanced by Consolidated Edison

ALLISON R. COLLARD was appointed manager of the substation operation department, Consolidated Edison Co. of New York, Inc., on December 1, 1949. He succeeded George L. Sutherland, retired.

Mr. Collard joined New York Edison Company in 1920 as an instrument inspector in the test department.

In 1943 he was assigned to two years on the company's executive development program and gained new experience in the gas department.

He became assistant engineer of gas pro-

duction and superintendent of the mechanical, then the water gas divisions at the Astoria gas plant. In 1947 he became superintendent of the water gas division at Hunts Point and served in that capacity until named manager of substation operation, which includes jurisdiction over gas holder operations.

He is a graduate of University of Iowa and a member of American Gas Association. He is also a vice-president, Society of Gas Engineering of New York City.

Two promoted by Ohio Fuel Gas Company

RALPH S. WENNER, Toledo, has been promoted to industrial and commercial sales manager, The Ohio Fuel Gas Co., and has moved to the company's general offices in Columbus. Joseph G. Berwanger has been appointed manager of the utility's enlarged dealer promotion program. Also with headquarters in Columbus.

Mr. Wenner succeeds Franklin T. Rainey who resigned to become vice-president, general manager, and a director of the East Tennessee Natural Gas Company at Knoxville.

A Lehigh University graduate, Mr. Wenner joined Henry L. Doherty Company in

the company after completing his studies at Purdue University. He spent several years in the production and other departments before assuming duties in the sales department.

Mr. Pandorf, a son of Frank O. Pandorf, vice-president in charge of engineering, joined the organization after completing his

studies at University of Cincinnati. Prior to assuming duties in the sales department, he had several years' experience in the engineering department, designing and estimating, and in addition, served in the field erecting and inspecting gas holders, purifiers, tanks and other apparatus.



R. S. Wenner



J. G. Berwanger

the northern half of the company territory, with headquarters in Toledo.

Connecticut executives receive new posts

CONNECTICUT LIGHT AND POWER COMPANY executives Paul V. Hayden, industrial manager, Waterbury, and James H. Doak, industrial gas engineer, Meriden, have been named to new company assignments.

C. J. Allen, vice-president in charge of public relations, Waterbury, has announced that effective January 1, 1950, Mr. Hayden will be transferred to the public relations department as executive assistant. A. V. S. Linsley, vice-president in charge of sales,

Waterbury, has named Mr. Doak as an executive assistant in his department, effective December 19, 1949.

Mr. Hayden, a charter member of the State Development Commission, and currently chairman of the Commission's Industrial Advisory Committee, joined The Connecticut Light and Power Company in 1929 as an industrial power engineer. He is a graduate of Brown University. Among the positions he has held are engineer for special

assignments with the Waterbury sales staff, and in 1948, industrial manager.

Mr. Doak is a graduate of U. S. Naval Academy and joined The Connecticut Light and Power Company as an engineer in 1923. In 1927 he was located in Putnam as gas production and distribution engineer, and in 1929 was named industrial gas engineer for the central division. He is a member of American Gas Association and a past-chairman of the industrial division, New England Gas Association.

Two appointees named to LPGA staff

APPOINTMENT of R. H. Mahnke as assistant managing director and K. B. Jacobsen as West Coast secretary, Liquefied Petroleum Gas Association, has been announced by Arthur C. Kreutzer, managing director. Mr. Mahnke will make his headquarters at the organization's executive offices in Chicago and Mr. Jacobsen will be located in Oakland.

A graduate of University of Kansas, Mr. Mahnke served in various supervisory sales capacities with Kansas Electric Power Company from 1934 to 1942. Following Army service, he became executive vice-president, Kansas LP-Gas Association, a post he has held since 1946. One of his principal duties with the national organization will be to pro-

mote the recently inaugurated program of state association integration.

Mr. Jacobsen succeeds Don McNary, who resigned from the West Coast post to accept a position with Calor Gas Co., Oakland. The new secretary is a graduate of University of California and worked in the insurance, transportation, publicity and public relations fields.

Texas Gas Transmission names appointees

THREE APPOINTMENTS were announced recently to important posts in the organization of Texas Gas Transmission Corp., Owensboro, Kentucky.

Everett P. Russell has been named director of sales and customer relations. Active in architectural and engineering work for many years, Mr. Russell formed the Russell Organization, Inc., and Russell Engineering Corporation in the middle 1930's.

A. L. Roberts has been named general superintendent of the company's pipeline system. He has been active in pipeline work since 1927 when he was connected with Empire Company in Bartlesville, Oklahoma.

He joined Kentucky Natural Gas Corp., a predecessor of Texas Gas in 1930 as district pipeline superintendent.

H. L. Stowers, appointed chief engineer for Texas Gas, joined Memphis Natural Gas Co., also a predecessor, in 1937 as assistant chief engineer. In 1944 he was promoted to chief engineer, and in June 1949, as work started on



E. P. Russell



A. L. Roberts



H. L. Stowers

Texas Gas' new Texas-to-Ohio pipeline, he took over the duties of chief engineer. He is a graduate of University of Oklahoma.

Machlet advances at American Gas Furnace

A. DOLPH W. MACHLET, president and treasurer, American Gas Furnace Co., Elizabeth, N. J., since 1926 when he succeeded his father who held the same offices for many years, has been elevated to the po-

sition of chairman of the board of directors.

Philip C. Osterman, associated with Mr. Machlet for more than 45 years in the management of the business, has been elected president and treasurer. For the past several

years Mr. Osterman has been performing many of the functions of the president and Mr. Machlet, the new chairman of the board of directors, has been devoting his efforts chiefly to research and development.

Lee made GAMA Washington representative

WITH THE TREND toward greater concentration of business activities through the federal government, Gas Appliance Manufacturers Association, with headquarters in New York, will expand the activities of its Washington office, effective January 1, 1950.

Leonard Macomber, GAMA Washington representative since 1943, will retire on January 1, 1950 and James R. Lee has been appointed as his successor with offices at 731 National Press Building, Washington, D. C.

According to H. Leigh Whitelaw, GAMA managing director, Mr. Lee will help to provide members with a more efficient and ac-

curate service. Government aid programs, such as housing and foreign trade, require special treatment and "on-the-scene" action Mr. Whitelaw stated.

For more than 20 years Mr. Lee has been identified with private and government public relations activities in Washington and in his home town of Memphis, Tennessee.

During the war, he was in charge of all federal public housing public relations contacts with the Congress, the Army and Navy, other federal and local government agencies and White House liaison activities. He is well informed on all housing problems and

has served as a consultant for national associations.

Mr. Lee has served as a promotion editor for Scripps-Howard newspapers and as an account executive for one of the South's largest advertising agencies.

Upon retirement, Mr. Macomber will serve as a manufacturers' consultant in Washington, D. C.



J. R. Lee

Taussig heads new Koppers gas service department

JHAWLEY TAUSSIG, JR., formerly engineer, United Engineers & Constructors, Inc., has been appointed manager of a new gas department formed by Koppers Co., Inc., Pittsburgh, Pennsylvania. The new gas department of the company's engineering and construction division will offer consultation, design, manufacturing, construction, and

maintenance service to the gas industry.

Mr. Taussig is active in American Gas Association, having served as a past-chairman, Subcommittee on Water Gas, and a member, Gas Production Committee. He is the son of J. Hawley Taussig who for years was a leader in the gas industry and who served as a consulting engineer for The United Gas Im-

provement Company.

The services of W. Reed Morris, who before his recent retirement was vice-president and general manager of Koppers gas and coke division, and is now the company's special consultant to the gas industry, will be coordinated with the new "plan-to-production" service wherever possible.

Brooklyn Union presents employee honors

FOUR RECIPIENTS of American Gas Association's McCarter Medal for successful resuscitations and two recipients of McCarter Certificates were honored on November 2, 1949 at a special service emblem presenta-

tion which was held by The Brooklyn Union Gas Company.

John Bowles, Edward J. Ford, John J. Grieco and William J. Meyerriecks all received McCarter Medals. John J. Donnelly and Paul Simanowitz received McCarter Cer-

tificates. Twenty-one employees received special Brooklyn Union awards for outstanding acts and six employees joined the company's half-century club. The meeting was held in connection with the gas company's celebration of its one hundredth anniversary.

Ruud Manufacturing elects two directors

TWO NEW DIRECTORS have been elected to the board of Ruud Manufacturing Company. They are A. B. Cameron, vice-president and general manager of the company, and J. T. Ryan, Jr., executive vice-president, Mine Safety Appliances Company.

Mr. Ryan has been with Mine Safety since 1936, following graduation from Pennsylvania State College and Harvard Graduate School of Business Administration. He was elected executive vice-president in May 1948.

Mr. Cameron became associated with Ruud

two years ago. He previously was vice-president of Suburban Propane Gas Co., New Jersey; vice-president in charge of sales for Grand Home Appliances Co., Cleveland, and manager of the Philgas Division, Phillips Petroleum Company.

Long Island director

HARRY C. HAGERTY, vice-president and treasurer, Metropolitan Life Insurance Co., New York, has been elected a director, Long Island Lighting Company and its affiliates, Queens Borough Gas and Electric Company and Nassau and Suffolk Lighting Company.

David K. Kadane, present assistant general counsel, has been appointed counsel and will handle the administration of legal affairs for Long Island Lighting System Companies.

Consolidated Edison resuscitations cited

TWO EMPLOYEES of Consolidated Edison Co. of New York, Inc., have received American Gas Association's coveted McCarter Award.

A McCarter Medal and Certificate were presented to Hugh Pues on October 13, 1949 for the saving of a human life by applica-

tion of the Schafer prone pressure method of resuscitation.

Another employee, Joseph P. Canderozzi, received the McCarter Bar, Medal and Certificates at a ceremony on December 27 in honor of his successful saving of two human lives using the Schafer method.

Selas Corporation names Carlson

APOINTMENT of Hilding Carlson as advertising and sales promotion manager, Selas Corp. of America, consulting and manufacturing heat process engineers, has been announced by Frederic O. Hess, president.

Formerly managing editor of Dodge Reports Press Service, Mr. Carlson also has

been regional executive of United States Bureau of Labor Statistics in the Cleveland and New York regions. Most recently he was an associate in the firm of E. Holley Poe & Associates, natural gas consultants, New York. Mr. Carlson is also a member of American Gas Association.

Lincoln Brass elects DuPerow

DONALD E. DUPEROV, plant superintendent, Lincoln Brass Works, Inc., Detroit, Mich., has been elected vice-president of the firm following the resignation of Herbert A. Watson from that post.

Mr. DuPerow has been associated with the

company for the past 11 years, originally as chief engineer and in recent years as plant superintendent. He formerly was employed as an engineer at A.G.A. Testing Laboratories in Cleveland, Ohio.

Bauer joins Roach

GEORGE F. BAUER, JR., Tulsa, has joined Roach Equipment Mfg. Company as national sales manager. For the past 15 years the firm has manufactured remote-reading tank gauges that operate with high accuracy generator devices used by pipeline companies.

Mr. Bauer is president of The Cherokee Co., Tulsa, which has been organized as a sales distributor to the industry for natural gas odorants. He is currently a member of American Gas Association.

Hawley pictures shown in Bridgeport

AONE-MAN EXHIBIT of the photographic work of George S. Hawley, president, The Bridgeport (Conn.) Gas Light Company and past-president of American Gas Associa-

tion, was held last month in the Burroughs Library in Bridgeport. A full-page picture story on the event appeared in The Bridgeport Sunday Post, December 11, 1949.

Laclede names new officer



Lovett C. Peters who has been appointed a vice-president of The Laclede Gas Light Co., St. Louis, Missouri. Mr. Peters was formerly assistant treasurer, Bankers Trust Co., New York, N. Y.

New A.G.A. members

Gas companies

St. Joseph Light & Power Co., Maryville, Mo. (T. H. Mooberry, division manager)

Associate companies

Kaiser Steel Corp., Fontana, Calif. (Richard Aubrey, assistant to vice-president i/c operations)

Manufacturer companies

American Brass & Iron Co., Detroit, Mich. (C. J. Eberly, president)
Blue-Ray Gas Burner Co., Detroit, Mich. (D. A. Stainbrook, president & engineer)
Coil-O-Matic Water Heater Mfg. Co., Grand Blanc, Mich. (Floyd L. Bradford, president)
Edward Kent & Associates, Detroit, Mich. (Edward Kent, president)
The H. S. Haslett Furnace Co., Columbus (H. S. Haslett, president)
Joseph Goder, Inc., Chicago, Ill.
Locke Stove Co., Kansas City, Mo. (E. M. Douthat, president)
Luxury Heating Co., Avon, Ohio (Donald L. Gerhart, president)
Marchand Furnace Ltd., Tilbury, Ontario (Gene Marchand, president)
Philadelphia Range Boiler & Tank Co., Coatesville, Pa. (R. J. Dougherty)

Individual members

F. F. Alleman, mfrg's. agent, Los Angeles.
J. Fortune Amberg, Houston Natural Gas Corp., Houston, Texas
Albert C. Anderson, Pacific Gas & Electric Co., San Francisco, Calif.
Glenn A. Ashburn, Ashburn Supply Co., Culver City, Calif.
R. L. Asquith, Kaiser Steel Corp., Oakland
Robert R. Austin, Consolidated Engineering Corp., Pasadena, Calif.
A. L. Baker, Coast Counties Gas & Electric Co., Santa Cruz, Calif.
Eric Barnett, Columbia Steel Co., San Francisco, Calif.
H. R. Basford, H. R. Basford Co., San Francisco, Calif.
R. F. Bauerle, International Business Machines Corp., San Jose, Calif.
Charles R. Berger, Public Service Electric & Gas Co., Newark, N. J.
Frank T. Brandon, Southern Counties Gas Co., Santa Maria, Calif.
Arthur W. Burt, Standard Oil Co. of N. J., New York, N. Y.
Edward W. Carson, Philadelphia Electric Co., Philadelphia, Pa.
Hans E. Christiansen, Southern Counties Gas Co., Santa Barbara, Calif.
W. C. Collyer, Ingersoll-Rand Co., San Francisco, Calif.
Willard E. Colvin, Geo. D. Roper Corp., Clarks Summit, Pa.

S. J. Cooper, Public Service Electric & Gas Co., Hackensack, N. J.
L. F. Corrigan, Corrigan Properties, Inc., Dallas, Texas
F. H. Couzens, Day & Night Div., Affl. Gas Eqpt., Inc., Monrovia, Calif.
Jas. J. Cuddihy, Connelly, Inc., Los Angeles
R. V. Davis, A. O. Smith Corp., Los Angeles
Harry E. Deem, Southern Counties Gas Co., El Monte, Calif.
F. F. Elliott, Crane Co., San Francisco, Calif.
George J. Ellis, Caloric Stove Corp., San Francisco, Calif.
F. L. Firor, Public Service Electric & Gas Co., Orange, N. J.
J. Galbreath, The Republic Supply Co. of Calif., Emeryville, Calif.
Harry W. Gavin, Southern Counties Gas Co., Indio, Calif.
Kenneth O. Goodge, Southern Counties Gas Co., Santa Barbara, Calif.
George P. Greenamyer, Grayson, Greenamyer Co., Monrovia, Calif.
Cecil V. Griffith, Portland Gas & Coke Co., Portland, Ore.
W. L. Hahn, Maytag West Coast Co., Los Angeles, Calif.
Chick Hart, Hall-Hart Co., Burbank, Calif.
A. R. Hausmann, United States Pipe & Foundry Co., San Francisco, Calif.
A. K. Hegeman, Clark Bros. Co., Inc., Huntington Park, Calif.
S. E. Heymann, Stewart-Warner Corp., South Wind Div., Los Angeles, Calif.
H. F. Hillard, Mountain Fuel Supply Co., Salt Lake City, Utah
J. E. Holbrook, The Paraffine Companies, Inc., San Francisco, Calif.
H. E. Howard, Howard Supply Co., Los Angeles, Calif.
A. A. Jacquot, Detroit Brass & Malleable Works, Los Angeles, Calif.
Russell Jarrett, Estate Stove Co., Los Angeles, Calif.
E. E. Johnson, California Research Corp., San Francisco, Calif.
Walter E. Jorgensen, Security Valve Corp., Los Angeles, Calif.
C. T. Klein, Cities Service Oil Co., Bartlesville, Okla.
Alfred Knight, Rust-Proofing, Inc., Phoenix
J. Knotek, American Stove Co., Los Angeles, Calif.
Bruno Komsa, Public Service Electric & Gas Co., Passaic, N. J.
Frederick E. Kurz, Walter Ferem Co., Los Angeles, Calif.
Walter H. Lambert, W. H. Lambert Co., Detroit, Mich.
Carl Lanthier, Coast Counties Gas & Electric Co., Santa Cruz, Calif.
J. H. Lewis, Concord, Calif.
Edmund A. Lingenfelder, Public Service Electric & Gas Co., Newark, N. J.
J. L. Logdon, The Mueller Co., Los Angeles
J. Francis Lund, The Dolve Valve Co., Chicago, Ill.
S. G. Luther, Jr., White-Rodgers Electric Co., St. Louis, Mo.
Giovanni Marazza, "Auer" Gas di Monza, Milan, Italy
Norman L. Martin, Locke Stove Co., Kansas City, Mo.
Thomas McCaffrey, Jr., Sharon Steel Corp., Morgantown, W. Va.
E. A. McCallum, Roots-Connersville Blower Corp., San Francisco, Calif.
Edward C. McLean, Beacon Petroleum Co., Chicago, Ill.
Alfred G. Miller, Northwestern Illinois Gas & Electric Co., Chicago, Ill.
C. A. Miller, Gas Appliances, Inc., Los Angeles, Calif.
J. R. Mohler, New York State Electric & Gas Corp., Cortland, N. Y.
F. C. Moor, Coast Counties Gas & Electric Co., Concord, Calif.
Howard Niles, Public Service Electric & Gas Co., Orange, N. J.
W. H. Noble, Republic Steel Corp., San Francisco, Calif.
C. L. Parkhill, Parkhill-Wade, Consulting Engineers, Los Angeles, Calif.
C. H. Patton, Day & Night Div., Affl. Gas Eqpt., Inc., Monrovia, Calif.
Elroy L. Payne, E. L. Payne Heating Co., Beverly Hills, Calif.
Albert D. Petersen, Southern Counties Gas Co., Los Angeles, Calif.
C. L. Peterson, Minneapolis-Honeywell Regulator Co., San Francisco, Calif.
R. H. Pilson, Phelps Dodge Copper Products Corp., Los Angeles, Calif.
George DeVore Porter, Equitable Gas Co., Pittsburgh, Pa.
John F. Quigley, The Philadelphia Gas Works Co., Philadelphia, Pa.
Irwin J. Rapp, Dayton Power & Light Co., Dayton, Ohio
Wilbur D. Rawsthorne, Southern Counties Gas Co., Santa Barbara, Calif.
C. S. Read, Pacific Public Service Co., San Francisco, Calif.
Earl W. Reihm, The Philadelphia Gas Works Co., Philadelphia, Pa.
I. M. Remen, The Lennox Furnace Co., Pasadena, Calif.
Robert P. Ridout, Southern Counties Gas Co., Indio, Calif.
Wayne Rising, Ducommun Metals & Supply Co., Los Angeles, Calif.
Harold Rodriguez, Coast Counties Gas Co., Los Banos, Calif.
Pedro F. Rodriguez, Direccion General del Gas del Estado, Buenos Aires, Argentina
J. A. Rogers, Pacific Scientific Co., Los Angeles, Calif.
Wm. H. Rohr, Jr., Handy Flame, Indianapolis
R. Keith Ryan, Day & Night Div., Affl. Gas Eqpt., Inc., Monrovia, Calif.
John W. Schafer, Southern Counties Gas Co., Los Angeles, Calif.
Wilton E. Schaefer, Air Reduction Sales Co., New York, N. Y.
Wesley E. Sizer, Southern Counties Gas Co., Santa Barbara, Calif.
Leonard M. Stanfield, Southern Counties Gas Co., El Monte, Calif.
F. R. Stephens, The Coleman Co., Inc., Los Angeles, Calif.
W. Hubert Tappan, Tappan Stove Co., Los Angeles, Calif.
H. J. Vickery, Coast Counties Gas & Electric Co., Concord, Calif.
B. F. Werb, Perfex Corp., San Francisco
Paul M. Werth, A. O. Smith Corp., Minneapolis, Minn.
W. R. Wieschendorff, Dearborn Chemical Co., Los Angeles, Calif.
Charles R. Woodson, Cribben & Sexton Co., Los Angeles, Calif.

Natural gas meets

(Continued from page 21)

outlined the steps necessary on the part of the customer to assure a speedy and efficient changeover to natural gas.

The highspot of the conversion program from a public relations standpoint came on August 22, 1949 when natural gas was actually piped into a customer's home.

Although this date marked the advent of natural gas in the New York City metropolitan area, the company sought to keep the emphasis on its local market. Setting the stage at its Mariners Harbor gas holder, long a landmark in the community and not far from the point where it had linked its mains with the Big and Little Inch lines spur, the company staged an impressive ceremony to officially bring natural gas into Staten Island.

Stressing its belief that the arrival of natural gas was a major event in Staten Island's community growth, the company invited Mayor William O'Dwyer of New York City to "turn the valve" which would send natural gas surging into the New York and Richmond mains.

Presiding from a raised platform near the towering gas holder, Mayor O'Dwyer turned a large silvered control valve as more than 20 newspaper, newsreel and television cameramen shot their pictures of the event. During the program, and just prior to the mayor's participation, there were brief speeches by Mr. Kohout, Borough President Cornelius A. Hall, E. Holley Poe, a director of Texas Eastern, and George A. Arkwright, New York Public Service Commissioner.

Prior to the ceremonies, the company was host to 100 persons at an off-the-record luncheon in Richmond County Country Club. Newspapermen assigned to cover the turning-on ceremonies were among the guests at the luncheon. Each reporter received from the company a copy of a previously-prepared release giving background information on the natural gas conversion story, as well as copies of talks by the main speakers.

During the weeks which followed, and continuing until the conversion work ended in the last home in the last district on October 28, the company continued to issue weekly releases on the progress of the work, at the same time listing the districts to be covered in the immediate future.

In addition, the company gave daily reports to the newspapers in its market area, so that city desks at all times knew

exactly what was going on—and where. This proved valuable also to the gas company in checking public reaction (as evaluated by the newspapers) to the conversion program as it moved along.

During the period following the August 22 ceremonies, public relations work with newspapers subsidized to the routine level of weekly releases. The public relations staff was able to give the bulk of its attention to the out-of-ordinary: complaints, industrial liaison, bottlenecks in the conversion program and sales problems arising from the introduction of natural gas.

Complaints received top priority.

When the conversion work was initiated, the company had established a special, temporary "conversion headquarters" within its distribution plant. A special telephone setup with a distinctive phone number enabled all complaints to be channeled efficiently.

Customer complaints, for most part, fell into one of two categories: (1) The customer had not been at home (despite all possible advance notice given by the company) when the conversion work in that district was accomplished, and hence was without full service, or (2) the customer had received the first bill for natural gas service and felt it was too high in view of the company's earlier announcements that natural gas was cheaper as well as more efficient.

Customer complaints

Calls in the first category were met with a company offer to send a conversion crew to the customer's home at an hour mutually agreeable to the customer and the company. This, though it required added administrative planning, met virtually every consumer demand on that score.

Calls in the second category were handled on a slower but more personal basis. Every complaint of "high bill" was checked, usually with a finding of a longer-than-usual period of gas service (due to the conversion schedule), or actual greater consumption of gas due to an introduction of an additional gas appliance, or in a few cases, a faulty meter reading by a conversion worker new to the task.

Complaints of bill increases were received also by the newspapers in the market area, and were relayed to New York and Richmond for comment. With a reporter, Mr. Kohout rechecked a cross-section of the community on a

house-by-house basis. The checkup showed that within the sample group 31 percent had appreciably higher bills, 31 percent had decreases of similar proportions, and the remaining 33 percent had remained constant. Since a transitional rate was then in effect based on an equivalent therm basis, the customer was paying at the same rate regardless of whether he was using manufactured or natural gas. Therefore, the inquiring news reporter was satisfied that the conversion program was not raising everyone's bill.

Subsequent weeks, with a levelling off in the meter-reading periods, saw the complaints drop to normalcy.

In the industrial field, public relations work consisted of checking on accounts which were not satisfied on the initial conversion adjustment to their appliances.

In many cases the appliance manufacturers' service department was asked for advice and special conversion men assigned to commercial jobs worked on these problems until they were solved. Our public relations effort was devoted to keeping these accounts "friendly" while this work was going on.

Problems encountered in the field of dealers and manufacturers led to an added project—issuance of notification to the entire industry that New York and Richmond had converted to natural gas. This was done with the thought that knowledge of the Btu and specific gravity of the fuel in use on Staten Island would help reduce the number of improper or unusable burners arriving from out-of-town suppliers. Such notices were sent not only to appliance manufacturers but also to distributors and retailers throughout the metropolitan area.

In the problem of parts replacement and use of gas in unusual occupations, the attempt to maintain good public relations was not lost sight of. On one occasion, an educational class utilizing small hand glass blowers was found to have difficulty with the new gas; so, a hand bellows was provided without charge. Some consumers, of course, still claim that natural gas just won't do the work of manufactured gas; however, others like the new fuel better.

The company feels that the completion of its conversion program two weeks ahead of schedule was due not only to the efficiency of the contract conversion group, but also in large measure to the attention given to prior planning of its public relations operation.

Gas appliance sales

(Continued from page 9)

more than double January 1, 1949 figures. Unfilled orders for conversion burners are nearly 20 times greater than a year ago.

Manufacturers' shipments of gas ranges reached two million units in 1949 and, while approximately 30 percent below 1948, were 40 percent above the 1936-1941 prewar average. Sales showed steady increases each month from the January low and, in the fourth quarter, exceeded 1948 levels. October shipments reached an all-time industry high of 260,000 units.

Automatic gas water heater unit sales totaled 1,350,000 compared with 1,500,000 in 1948 and were three times greater than the prewar average.

Shipments of gas-fired warm air furnaces totaled 260,000 units; gas boilers, 37,000 units; and gas conversion burners, 290,000 units. Floor furnace shipments amounted to 220,000 units.

Gas incinerators, gas clothes dryers, and gas-fired year-round air conditioners, all comparatively new gas appliances, showed substantial gains over 1948.

Intensive sales promotion campaigns in which all segments of the industry cooperate were important factors in lifting gas appliance sales from the January and February low points. These sales programs will form the pattern for the industrywide intensified sales activities planned for 1950.

To raise the standards for automatic gas water heaters, to capitalize on the growing demand for adequate supplies of hot water in homes and to keep pace with the installations of automatic clothes and dish washers, the "Court of Flame" Automatic Gas Water Heater sales contest was launched by GAMA early in 1948. More than 13,500 retail salesmen entered the contest and competed for prizes.

To focus appliance dealers' and plumbers' attention on the advantages of automatic gas water heating and the sales possibilities in this appliance, a new seven-month "Court of Flame" contest will be launched in March, backed by intensive manufacturer and American Gas Association national advertising and strong gas utility, distributor, dealer and manufacturer local promotions.

The nationwide Old Stove Round Up had as its early objective sales of one million gas ranges during the second

half of 1949 and replacement of as many as possible of the two out of three gas ranges in use which are more than ten years old. Quotas set by individual dealers and gas utilities were exceeded by as much as 60 percent. The Round Up, already one of the most successful promotions in the history of the gas appliance industry, will become an annual fall feature for the 400 gas utilities, 62 manufacturers and 65,000 dealers who promote the sale of gas ranges. Gas ranges will be actively promoted every month during 1950 with special intensified campaigns planned for the spring and fall of 1950, backed by \$1,750,000 in gas range manufacturers' and A. G. A. national advertising.

Gas refrigerators continue to outsell other brands of refrigerators in many parts of the country. New models, to be introduced in January, will be backed by the largest national advertising and promotional program in the history of the industry. These expanded programs are expected to enable the gas refrigerator to strengthen its position in the intensely competitive household refrigeration field.

The LP-gas industry continues to provide a rapidly growing and attractive market for gas appliance and equipment manufacturers. With approximately 5,500,000 residential customers, representing a growth of 600 percent in the past ten years, LP-gas users in 1949 purchased 24 percent of all gas ranges produced; 12 percent of all automatic gas water heaters manufactured, and similar high percentages of other gas appliances. The LP-gas industry provides cooking service for more rural and "beyond the main" homes than any other automatic fuel.

The 1950 proposed \$750,000 LP-gas industry promotion and advertising campaign is expected to rapidly increase the number of homes using LP-gas and to increase the importance of this relatively new gas appliance and equipment market.

Hotel and restaurant equipment manufacturers, in cooperation with dealers, distributors and gas utilities, are planning coordinated promotions to help maintain and expand their sales position.

GAMA is planning the largest exhibit of appliances and equipment in the history of the industry in October at Atlantic City to acquaint gas appliance dealers, distributors and gas utility sales personnel and LP dealers with the newest features of the latest appliances and equipment. This exhibit is held every



1950

MARCH

- 23-24 • New England Gas Association, Hotel Statler, Boston, Mass.
- 27-29 • A. G. A. Mid-West Regional Gas Sales Conference, Edgewater Beach Hotel, Chicago, Ill.
- 27-29 • Southern Gas Association, Galveston, Texas
- 31 • The Maryland Utilities Association, Lord Baltimore, Baltimore, Md.

APRIL

- 3-5 • A. G. A. Distribution, Motor Vehicle & Corrosion Conference, Book Cadillac Hotel, Detroit, Mich.
- 4-6 • A. G. A. Sales Conference, Industrial & Commercial Gas Section, Chase Hotel, St. Louis, Mo.
- 10-12 • Mid-West Gas Association, Hotel Lowry, St. Paul, Minn.
- 11-13 • Southwestern Gas Measurement Short Course, University of Oklahoma, Norman, Okla.
- 17-18 • A. G. A. Eastern Natural Gas Regional Sales Conference, Hotel William Penn, Pittsburgh, Pa.
- 17-19 • National Conference of Electric and Gas Utility Accountants, Brown Hotel, Louisville, Ky.
- 20-22 • Florida-Georgia Gas Association, annual business conference, Biltmore Hotel, Palm Beach, Fla.
- 28-29 • Indiana Gas Association, French Lick Springs Hotel, French Lick, Ind.

MAY

- 1-5 • A. G. A. Commercial Gas School, Hotel Gibson, Cincinnati, Ohio
- 8-9 • A. G. A. Natural Gas Department, Spring Meeting, Mayo Hotel, Tulsa, Okla.
- 8-12 • American Foundryman's Association, Cleveland, Ohio (A. G. A. will exhibit).
- 2nd week • Liquefied Petroleum Gas Association, annual convention and trade-show, Palmer House, Chicago, Ill.
- 16-18 • Pennsylvania Gas Association, Galen Hall, Wernersville, Pa.
- 22-24 • A. G. A. Production and Chemical Conference, Hotel New Yorker, N. Y.
- 23-26 • National Restaurant Association, Navy Pier, Chicago, Ill. (A. G. A. will exhibit)
- 25-26 • The Natural Gas and Petroleum Association of Canada, annual convention, Prince Edward Hotel, Windsor, Ontario
- 28-30 • GAMA annual meeting, The Greenbrier, White Sulphur Springs, W. Va.

JUNE

- 19-20 • A. G. A. New York-New Jersey Regional Gas Sales Conference, Essex & Sussex Hotel, Spring Lake Beach, New Jersey
- 19-24 • Canadian Gas Association, annual convention, Manoir Richelieu Hotel, Murray Bay, Province of Quebec, Canada

Personnel service

SERVICES OFFERED

20 years' in transmission, distribution and utilization of natural gas with small utility company. Broad experience including executive. Salary open. (43). 1634.

Mechanical Engineer. B.S.M.E. 1947. Six months' experience in carburetted water gas plant, two years' administrative engineering in power plant construction. Desires position in gas generation and distribution. Quick at learning new processes. Not afraid to get hands dirty. Military experience in handling men. Good future primary object. (27). 1635.

Gas Sales Engineer—Twenty years' experience including New Business Manager in charge sales and engineering in Utility Companies. Also with Manufacturers of heating equipment and domestic gas appliances. Qualified in dealer contact work including selling, service, and engineering. Desires position Metropolitan area New York City. 1636.

Employee and Public Relations—Well rounded experience in analyzing public opinion and developing programs. Over three years' publicity, presentations, speaking, radio, meetings, etc. Eight years' previous experience in industry. Administrator and supervisor. Engineering degree. 1637.

Distribution Engineer—Wide experience in design, extension, maintenance high and low pressure distribution systems large area; regulator installation, operation and maintenance; training and supervision of customer service, street department and office personnel; operation and maintenance of steam and gas driven pumping stations and wet and dry holders. M.E. (46). 1638.

Industrial Relations—Ten years' experience: services to operating management, supervisory and job training, labor laws, employee booklets, policies, procedures, benefit plans, wage studies, administration of collective bargaining agreements, research, reports. College graduate, skilled writer with legal training, married. (44). 1639.

Chief Engineer—Desires connection organization manufacturing gas, oil fired domestic heating equipment. Must be position to back up engineer with necessary facility to do real engineering job. 24 years' experience; can take full charge of design, development, testing, obtaining approval new models. Location not important to right organization. (43). 1640.

Fuel Technologist—B.S. 1950—Pennsylvania State College—seeks opportunity in production or control work in gas industry. Northeastern area preferred. (22). 1641.

POSITIONS OPEN

Chief Engineer—Oil and Gas Fired Domestic Heating Equipment—Well established Mid-West Manufacturer needs engineer thoroughly experienced in both oil and gas equipment, capable of taking full charge of design, development, testing and obtaining of approvals of new models domestic oil and gas burners, furnaces, boilers, and water heaters; and of supervising assistant engineers. Inquiries will be kept confidential when requested. Our employees know of this opening. 0568.

Distribution Superintendent or Manager for growing company—construction or sales experience with ability to maintain good customer relations desirable. About 1,500 cus-

tomers. Location New York State or New Jersey. 0569.

Sales Manager and Salesman for several gas properties, one recently converted to natural gas; no heating restrictions. Many new building developments. About 8,000 customers. Location New Jersey and New York. 0570.

Gas Engineer—Opening for gas engineer with at least five years general experience in natural gas business. Work in distribution and utilization phases of business particularly important. Location, Northwest, and position will involve some travel. Under 35. 0571.

Home Economist for a new Home Service Department for a gas company in middle west. State qualifications and experience, age, salary expected, and enclose picture. 0572.

Eastern Manufacturer of steel furnaces and furnace pipe and fittings seeks **plant manager** capable of directing all phases of plant activity—production, administration, design, engineering, and selection of tools and dies, and product development. Must be experienced in design, engineering, testing, installation, and servicing of gas, coal, and oil fired furnaces. Write for appointment stating in detail past experience, education, references, and renumeration expected. 0573.

Controller—Medium size natural gas utility in mid-southern city has opportunity for accountant who has held position of Assistant Controller or is well versed in all phases of utility accounting, procedures, statistics, and budgets. Must have executive ability and desire to put forth tremendous effort to put into effect proper accounting procedures in this progressive utility. Reply will be received in strictest confidence, and should include résumé of education and experience and salary requirements. 0574.

OBITUARY

John C. Pankow

director of sales, Detroit Michigan Stove Co., Detroit, died in a Detroit hospital on November 30 following a brief illness. Mr. Pankow was prominent for many years in both Liquefied Petroleum Gas Association and Gas Appliance Manufacturers Association. He was a member of the board of directors of the former group and has held

important committee assignments in both organizations.

On November 3, 1949 he was named chairman of the National Committee for LP-Gas Promotion to direct a broad new promotional program by the LP-gas industry. In his 38 years with Detroit Michigan Stove Company he rose from office boy to director of sales of the company's domestic and commercial ranges.

George L. Harrison

an assistant controller, Consolidated Edison Co. of New York, Inc., died November 2 at Long Island College Hospital after a prolonged illness. He was 53 years old.

Mr. Harrison was first employed by Consolidated Edison System on September 1, 1912

at the Astoria Works of the then Astoria Light, Heat and Power Company.

Following military service in World War I, he returned to the Astoria Company in 1919 as a clerk in the accounting department. In 1929, he became manager of the accounting department. In 1929, while retaining the title of manager, Astoria accounting, he was appointed assistant manager in the accounting department, Consolidated Gas Company. In 1935 his title was changed to assistant auditor for both companies and, in 1936, following the various mergers, he was named assistant controller of Consolidated Edison.

He has been a member of Materials and Supplies Committee, American Gas Association, since 1939, and has also served on the Stores Committee, Edison Electric Institute.

Gas appliance sales

(Continued from page 47)

other year in connection with the American Gas Association annual convention.

With no part of the country beyond the economic reach of low cost natural gas from Texas and other fields, the extension of natural gas pipelines and the expansion of gas manufacturing facilities already under construction will open vast new markets for gas appliance

and equipment manufacturers. The approximately 20,000 miles of natural gas pipeline planned for the next three years will bring natural gas to the Atlantic Seaboard, the Pacific Northwest, and provide adequate supplies of natural gas to both established natural gas areas and additional communities.

To capitalize on these vast undeveloped natural gas and LP-gas markets, and to meet the intense competition contemplated in the future, manufacturers

are planning coordinated promotions so that all factors of the industry may benefit and so that each manufacturer's individual promotions will be strengthened. Recognizing the aggressive plans being made by competitive industries, appliance and equipment manufacturers are contemplating more closely coordinated industrywide programs in which all manufacturers, dealers and gas utilities can cooperate and benefit.

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